

# Marketing 101

*The right message to the right people with the right rhythm.*



## BRAND

### Graphic Design

- organizational branding
- logo creation & modification
- creative versioning
- multiple proofs & file formats
- creation of print collateral
- social media banners & headers
- website integration
- landing page design



## EXECUTE

### Turnkey Production

- offset & digital printing
- variable data printing
- bindery & finishing
- mail processing
- intelligent mail barcodes
- full IMB postal discounts
- mail tracking
- targeted email follow-ups



## PLAN

### Strategic Overview

- customer history & analysis
- campaign goals & objectives
- the right message
- the right people
- the right rhythm
- channel selection
- ROI forecast & scenarios
- annual plan spreadsheet



## TARGET

### Database Management

- list cleansing & appending
- change of address updates
- salutation field creation
- demographic targeting
- scattergraph analyses
- list acquisition
- list integration
- pyramid prioritization



## MEASURE

### Results Review

- postmortem analysis
- actual vs forecast
- email opens & click-thru's
- response rates
- purchase pattern study
- return on investment
- annual plan updates



**Wordsprint**  
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