

EMERGENCE OF THE MARKETING SERVICE PROVIDER

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Since the purpose of any direct mail marketing campaign is to maximize results, there is a need to reach an ever widening prospect audience. This audience must have the means to communicate and interact with the marketer in order for the marketer to gather information to better target individual audience interests. Customer information-gathering such as special interests, buying history, gender, travel history and ethnicity will enable very personalized content. This has been done by traditional mail response, phone or internet channels. By using this data along with Variable Data Printing, whether with print, laser or inkjet systems, it's possible to personalize the direct marketing in ways that will increase response rates and ROI. The more we can learn about our prospects' interests the easier it becomes to create marketing communications that appeal to their individual tastes.

Direct mail pieces are now being personalized to continuously improve and adjust the approach of marketing direc-

tives and by doing so we expand market reach, increase response rates, generate real-time sales leads, and gather valuable customer information. Color Digital Printing (CDP) with Variable Data Printing (VDP) has significantly impacted the direct marketing industry. Highly customized documents, including

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variable text and images driven by a database of customer information, help to make printed mail campaigns more accurately targeted and response-driven. These new presses that are able to create different versions of a mailing piece have revolutionized the way companies communicate, and by using personal

URLs (known as PURLs) which will bring up a custom landing page; at which time it is immediately known who responded to the printed mail. Instead of a probable wait time of 1 to 3 weeks with traditional mail responses, we can now potentially see wait time decrease to 3-5 days.

CDP and VDP enable the capability to create direct mail marketing that is custom-made for each prospect. The products, individual copy, money amounts and offers can be changed for each potential customer during the production run. The content in the offer becomes personal and relevant to the needs of the audience -- the extreme "Target Marketing." This targeted marketing paradise has improved direct mail performance significantly. A traditional direct mail piece yields a 1% to 3% response rate from non-direct mailing yield response rates of up to 20%. The higher the relevancy to each prospect, the higher the respond success will be for that marketing program.

Industry leaders have long been

preaching the need for mailers and printers to add more to their service offerings beyond the core of mail and print. Value-added services include anything beyond a business' traditional service and revenue.

Consider these value-added services, each of which interact and have connected relevancy to targeting customer interests:

1. Website Development
2. Web to Print

3. Custom Landing Page/Personal URL (PURL)
4. Variable Data Printing(VDP)
5. Color Digital Printing(CDP)
6. Blast Email Marketing Programs
7. Data Gathering & Data Analytics

It can be seen that the emergence of these value-added services as a combined marketing force, along with print and mail, is a business service transformation to the Marketing Service Provider (MSP). Marketing Service Pro-

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viders are making every effort to use these combined forces to be a part of the more lucrative marketing programs by furnishing this array of added services from marketing program concept to marketing program completion.

The contemporary consumer demands very relevant information and responds best to relevant and personalized information. Today's consumer wants the information to be very meaningful to them. A huge amount of information floods into our increasingly growing and complicated everyday world where most individuals are already short of time. Being short of time in their lives, individuals want only what they need to address, with a need for that information to be very complete and to the point. The end-consumer does not want to be barraged with information that can be of little value to them during their busy day. The solution for the marketer is to contact the right audiences with the correct offers at the correct time and provide an easy and convenient channel for the end consumer to respond. The Marketing Service Provider, with their array of knowledge and tools, are aiding and making it possible for marketers to establish a trusted and reliable alliance with their customers to convey the marketing information when and how the end consumer requires it.

JLMS Marketing Group, a division of Jerry Lake Mailing Service, Inc., has aggressively developed the value-added services necessary to become an effective Market Service Provider for our many long-term print and mail clients. This is a new level of service opportunities to give our customers the ability to connect with their customers in a more intimate fashion.

For more information about JLMS, Inc., call 973-685-0065.

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