



# THE Allied NEWS

## >> A One-to-One Message... Move beyond sales promotions with these successful marketing strategies.

CUSTOMERS:  
FIND'EM, GET'EM  
KEEP'EM!

When marketers think about 1:1 print personalization, they think about increased response rates and higher per-order values. Certainly, these are important benefits, but 1:1 print can have benefits far beyond direct sales. While many of these “non-sales” applications are powerful, they are often overlooked. By putting them into your toolbox, marketers might find that they now have a plethora of new bottom-line-boosting solutions.

In the next few issues, we'll look at examples of 1:1 print applications used for non-direct sales in a variety of vertical markets. In this issue, we'll start with government and education. Two examples here are drawn from the Print on Demand Initiative's case study database ([www.podi.org](http://www.podi.org)).

### INCREASING ENROLLMENT

Electronic applications have made it easy for students to apply to many colleges and universities. The University of Hartford wanted to ensure that



Designed and produced by The Allied Group

University of Hartford, Variable Yieldbook  
**'06 National Peak Award Grand Prize Winner**  
Variable Printing Business to Consumer

more of the students they accepted would actually enroll there. The Allied Group created a personalized yieldbook tailored to the specific interests of each accepted student. The cover welcomed each student by name. It showed a photograph of a class in their intended major, helping prospective students to actually visualize themselves at the university. The book was filled with photographs and text that were customized to the student's educational and extracurricular interests. This yieldbook helped increase deposits by almost 20% to the highest level in university history.

### IMPROVING READABILITY

The California Franchise Tax Board (FTB) redesigned forms and added highlight color to many of its forms, including information requests and bills. By combining personalized messaging with highlight color, the forms became much easier for recipients to



Various Allied personalized mailers.

*continued on back*

ALLIED AND  
GRAPHIC DESIGN:  
NOW ONE IN  
THE SAME!

THE TOOLS  
OF THE  
TRADE.

ROI.  
IT'S THE NEW  
BENCHMARK.

FALL 2007

## >> A message from our President



Bob Clement  
President/Co-owner

Everybody likes to jump on the latest technological bandwagon, but when it comes down to it, it's all about the bottom line. If a marketing approach doesn't make you (or your client) money, then just being trendy isn't worth your time.

When working with our clients we carefully evaluate all of the factors that will impact the value of 1:1 print campaigns, including powerful but overlooked 1:1 print applications, how 1:1 print personalization fits into the larger marketing environment and how you can actually use 1:1 print personalization to spend less on print marketing while bringing in more money. *(please see our University of Hartford example on page 1)*

It is often said that the devil is in the details, and deservedly so. Details are important, especially when it comes to 1:1 print marketing. That's because it's not just about marketing personally. It's about marketing smart.

Our success is continuing and we are pleased to announce a few of our new additions to our client list:

Concordia Fibers  
LTCQ  
Specialty Medical Equipment  
Fisher College

We hope you enjoyed your summer and that you will take advantage of our special fall printing offer. Just call 800-556-6310 x2035 to get 20% off of your next printing order if you print with us by Columbus Day, October 8, 2007.

Best regards,

*Bob Clement*

Bob Clement, President

## >> FIND 'em, GET 'em, KEEP 'em hits the shelves!

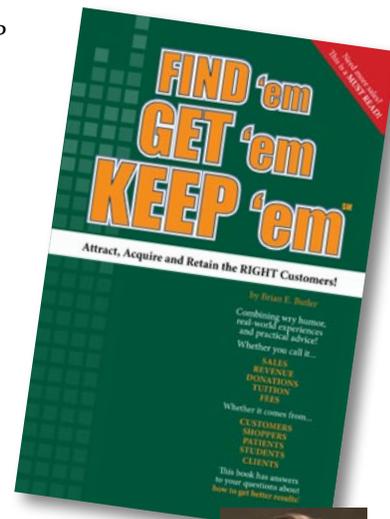
BUSINESS EXPERT AND ALLIED GROUP VP SHARES VALUABLE INSIGHTS IN NEW MARKETING AND SALES BOOK

Based on his experiences as VP of sales and marketing at The Allied Group, Brian Butler explores three key elements in his book including marketing—finding potential customers; sales—getting the actual sale; and, most importantly, customer service—keeping the customer satisfied so as to ensure repeat business and foster referrals.

Using a combination of wry humor, documented best practices and practical advice, Butler shares the success stories, strategies and tactics that have helped Allied and its' clients achieve sustained sales growth.

When a business exceeds its customers' expectations and lets them know that their business is valuable and not taken for granted, they will gain their customers' loyalty, repeat business, referrals, and ultimately, give it an edge over the competition. Find out how today.

FIND 'Em, GET 'Em, KEEP 'Em was released by Trafford Publishing. For more information about the book or to order, contact [www.thealliedgrp.com](http://www.thealliedgrp.com) or [www.amazon.com](http://www.amazon.com).



**FIND 'em, GET 'em, KEEP 'em**  
Proven Strategies for Attracting, Acquiring and Retaining More of the Right Customers.



author Brian E. Butler

## >> Small investment, huge impact on ROI

When marketers first experiment with 1:1 print marketing, one of the mistakes that they often make is trying to do essentially the same print marketing programs they were doing before—just personalized. The result is often a disaster. The campaign is overly expensive, and the return on investment isn't what they had hoped.

What are they doing wrong? Simply put: there are few instances in which you want to personalize a mailing to your entire database.

*continued on inside flap*

## >> Find the right tool for any project

*Knowing which tools to use will make your job a lot easier and more profitable.*

As variable data printing, or 1:1 print marketing, achieves wider adoption, there has been an explosion of interest in these applications. But it's important not to shoehorn marketing programs into them, even if these jobs require personalization or high levels of customization. VDP is only one of many tools that can be used to achieve similar, but non-interchangeable objectives. Matching the right tool to the job is critical. *Let's look at four applications that appear to offer similar (even competing) approaches, but actually fit very different niches.*

### MICRO-VERSIONING

Sometimes also called "customization," this is the process of creating unique marketing documents, not for individuals, but for different retail outlets, branches or other locations. Take the circular for a grocery store chain. Instead of running a single circular for the entire region, the chain might want to create a circular for each store, with discounts "personalized" to the store based on its inventory. Instead of printing a run of 100,000, the chain might print 20 runs of 5,000, based on each store's individual needs. ***Niche: Targets a specific demographic or geographic region, but doesn't require 1:1 dialog. Often involves low-dollar items.***

### WEB-TO-PRINT

Branded Web sites allow retailers, distributors, affiliates, even corporate departments, to access forms, advertising templates, brochures and other documents, and personalize them for their own use. A distributor might "personalize" a brochure with the products most relevant to his customer base, for example, while a financial advisor might create a newsletter that looks like it is coming from his office, with his picture and contact information, even though it's printed at corporate headquarters. These applications are similar to micro-versioning, except that instead of being centrally controlled, the control is in the hands of the individual users. Some Web-to-print solutions now allow true 1:1 print personalization as well. ***Niche: Web-to-print programs are often implemented as part of a larger Web-to-print document management solution, including inventory management, cost control and brand management. Customization and personalization occurs locally, but only within the limits set and monitored by the corporate headquarters.***

### PERSONALIZED URLS

This form of 1:1 print personalization starts with mailings that assign each recipient a unique URL that takes them to their own, personalized Web page where the marketing message can be personalized and the responses tracked. Because of the immediacy and feedback loop provided by the Internet,

personalized URLs can be particularly effective for prospecting and gathering information for beefing up databases. When one regional theater wanted to boost its patron base, for example, it purchased a mailing list of key prospects, who were asked to log into a personalized URL in exchange for a chance to win free theater tickets. Once on the site, respondents provided key information, including e-mail address and performance preferences, which were automatically fed back into the theater's marketing database and used for future campaigns. ***Niche: Personalized URLs offer high value for prospecting and information gathering when little else is known about the recipient. (Successful programs generally involve some kind of incentive to respond, such as a free gift or sweepstakes entry.) Many require respondents to fill out a survey before the incentive is given. Responses can also be tracked and leads qualified in real time, alerting salespeople immediately when recipients log into the site. High-value leads can be followed up immediately.***

### 1:1 PRINT PERSONALIZATION

With so many other options, where does more "traditional" 1:1 print personalization fit in? It fits where you want to make a personal appeal based on something you know about the recipient. A private school might increase donations by creating letters that address the specific funding needs of parents' children by name, grade and school activities, for example. A college might increase enrollment by printing brochures and admissions information based on the individual interests and desired majors of applicants. An automotive dealer might increase service revenues by sending out tune-up reminders at the appropriate times, based on the model and purchase date of their customers' vehicles. ***Niche: Use 1:1 print personalization when the offer or marketing pitch is directly tied to something known about the recipient. Companies often use these programs for high-value products or requests, such as automotive, financial services or nonprofit donations.***

### KNOW YOUR TOOLS

These descriptions are given as a brief overview of the benefits and differentiators only. There are many subtleties that you should discuss with The Allied Group before determining which of these approaches is right for you and the success of your project.



## Small investment...

*continued from page 2*

Good personalization starts with a good data cut. There is no question that, on a per-piece basis, 1:1 print marketing is more expensive than traditional marketing. So you don't want to throw this investment away on elements of your database that aren't likely to provide a good return.

When marketers start with a smart data cut, then combine it with effective personalization techniques, the results can be astounding. Using this combination, they are consistently able to make equivalent (if not lower) investments, while pulling in more revenues.

Here's how it works: By mailing to a smaller target audience (say, 25% of the original database), the print program can actually cost the same or less than a traditional mailing. But combined with the relevance and appeal created by personalization, each donor tends to donate (or spend) more on average.

Although this might sound like nothing more than fanciful marketing theory, case studies from around the industry reflect the reality of this practice over and over again. So, yes, VDP does cost more on a per-piece basis, but when you look at it from the perspective of return on investment (ROI), which is the overall campaign cost versus revenues taken in, these applications can actually cost less and bring in more.

# News

**Concordia Fibers Selects The Allied Group** as Marketing Communications Agency of Record. Concordia Fibers, a manufacturer of bioabsorbable fibers and OEM partner, has chosen The Allied Group as its marketing partner to help brand, promote and grow its medical business.

*"We are excited to work with The Allied Group as our chosen marketing communications partner during this important period of corporate transition for Concordia and growth of the Concordia Medical brand."*

**Arty Burghouwt**  
Executive Vice President  
Concordia Medical

The Allied Group is charged with reinforcing and highlighting the medical direction of the company as well as providing public relations, and tradeshow support.



In support of Children's Hospital Boston, the nation's leading pediatric medical center and an Allied Group client, Allied employees joined over 2500 walkers on June 10 for the Hospital's annual Miles for Miracles Event along the Charles River.

FALL  
PROMOTION  
**SAVE**  
**20%\***

on your next fall commercial print order if placed by Columbus Day, 2007.

Call our Toll-Free printing hotline at: **800-556-6310 x2035**, email us at: **print@docsbynet.com** or contact your sales rep.

**1 hour response guaranteed!**  
*up to \$1000.00*

PRESORTED  
STANDARD  
U.S. POSTAGE PAID  
PROVIDENCE, RI  
PERMIT NO. 1367

## A One-to-One Message...

*continued from page 1*

understand. Variables included amount owed, due date and personalized text explaining exactly what was expected. As a result, the Tax Board saw a tenfold increase in compliance, and its collections speeded up by three days, on average.

### REDUCING COSTS

The Quincy, MA. public schools wanted to eliminate inventory of pre-printed forms, including

quarterly grade reporting, interim grade reporting and high school scheduling so it transitioned to a print-on-demand environment—with a twist. Now its forms are created on-demand, with the student information pre-filled. Variable information includes student name, subject, ID number, date, grade, teacher name and course information. Inventory and obsolescence are eliminated, and the personalization means less manual work.

## >> Digitally Defined

### RETURN ON INVESTMENT:

Many marketers are used to thinking about cost per piece, but in today's complex marketing environment, return on investment (ROI) is a more effective measure of the value of marketing dollars spent. How you measure ROI varies from company to company, but in a nutshell, it relates to dollars going out (cost of the campaign) compared to revenues generated or costs saved (either short-term or long-term in lifetime customer value). It is entirely possible to spend

\$1.00, \$2.00 or even more on a printed piece and end up with an ROI in the hundreds of percent, if not thousands of percent. In the hypothetical example given in this issue, the typical mailing generated an ROI of 157%. The variable data printing (VDP) campaign, which cost \$1.40 per piece more, generated an ROI of 539% and more than twice the revenues. This is why marketers need to throw traditional "cost per piece" models out the window and start thinking in terms of ROI instead.

**Allied** THE GROUP

MARKETING  
COMMUNICATIONS

PRINTING  
SERVICES

WORKFLOW  
PROCESS

SUPPLY-CHAIN  
MANAGEMENT

*Driving Marketing & Operational Performance.*

**Allied** THE GROUP  
*Driving Marketing & Operational Performance.*  
www.thealliedgrp.com  
25 Amflex Dr.  
Cranston, RI 02921