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Symphony: Cross-Media Multi-Channel Marketing White Paper

More than 42% of interested direct mail recipients prefer to respond online.

– Direct Marketing Association

(Marketing) Campaigns that utilize relevant messaging and Personalized URLs see a 2x – 5x lift in response rates.

– PODi, The Digital Printing Initiative

Introduction

Marketers are looking for solutions that can help them justify marketing spend, and also to be able to track all channels, including online and offline marketing programs. In addition, they need to be able to start a dialog with their own customers in order to refine and perfect their value propositions and messaging.

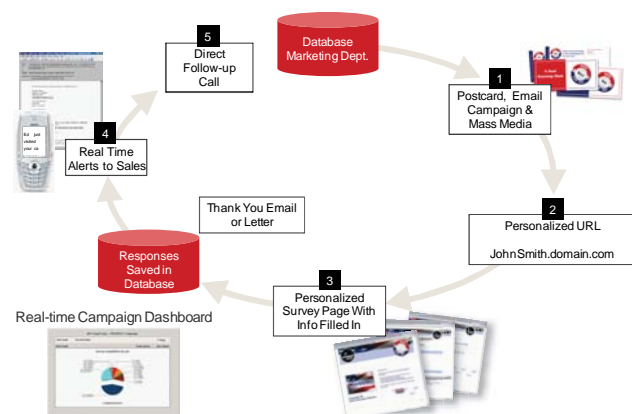
The technology exists to provide marketers with what they need. Universal Printing is ready to show you how your organization can apply it. You have a unique opportunity to make a strategic marketing decision to get to know your audience better, which can lead to enhanced customer loyalty, new sales leads, and converting these leads into net new business.

Technology Emerges to Meet the Challenge

Marketers need better, more measurable results. Universal Printing understands these challenges and can offer a solution to address them. **Symphony**, our *Cross-Media Multi-Channel Marketing* package, is the answer and is a the method of marketing that:

1. Delivers targeted messaging to the right audience in their preferred media such as direct mail, e-mail, and personalized URLs with landing pages
2. Provides automated follow-up to both respondents and sales representatives
3. Measures all components and reports results via an integrated real-time campaign dashboard

Is Your Direct Mail Marketing flat and falling short?



Utilizing Universal's **Symphony**, pURL technology you can turbo-charge your direct mail campaign and turn a single touch postcard into a multimedia experience that keeps you in front of your existing or potential new clients for 6 or 7 touches and provides real time hot leads directly to your sales force!

Cross-Media Multi-Channel Marketing is a solution that uses technology to move traditional marketing solutions to the Next Level. Using **Symphony**, Universal Printing can quickly and easily add these valuable campaign components to enhance your next marketing campaign offering. Any standard direct mail piece can become a cross-media multi-channel marketing campaign by adding personalized URLs, landing pages, and the tracking and real-time reporting tools that Marketing Executives so desperately need.

Marketing Department Challenges

The climate of change being experienced in companies across every industry means that every dollar spent on marketing activities needs to be justified. Marketers are being held accountable and need to track marketing results and effectiveness in much more quantifiable ways than were previously possible. In addition, marketing organizations as a whole need to become more efficient and effective at designing their programs and allocating marketing spend.

CMOs are realizing that they need to extract as much value as possible from each and every customer. In order to do so they need to become much more effective at understanding each customer's unique challenges, as well as how their own value propositions address those challenges. This may mean an in-depth evaluation of current messaging and an overhaul of outdated or generic value propositions that don't resonate with current customer insights. Dialog with customers will need to become much more interactive, where customers can communicate with marketers who in turn formulate value propositions that speak directly to customers.

Part of the challenge marketers face in adopting this highly quantifiable, customer-focused strategy is finding tools that can help implement and track these programs. One of the biggest investments CMOs are making is in marketing performance measurement dashboards that can help them remain accountable, prove ROI and improve the credibility of marketing in the organization as a whole.

Summary

Marketing departments are in transition. Under scrutiny from senior management, Chief Marketing Officers (CMOs) need to justify every dollar they spend and must be able to provide accurate information on the return on their marketing spend. CMOs have committed to upgrading their departments' skill sets and organizational effectiveness. In addition, tools that can help measure effectiveness, such as campaign measurement dashboards, are a high priority for most CMOs.

Universal Printing recognizes the need to continue improving how you connect with your audience, how you expand your market, and generate new business opportunities. By allowing us to partner with you, we can demonstrate measurable ROI, provide reusable campaign assets, and react quickly to changing conditions. It is our desire to help you gather and assess this valuable information as a strategic partner on your marketing team.

For more information about **Symphony**, contact:

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