

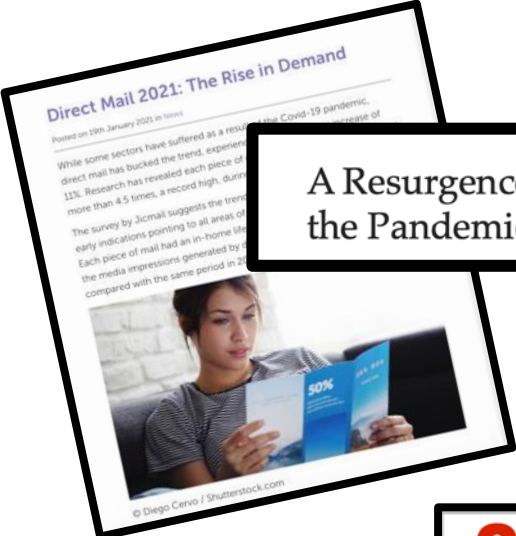
inkjet SUMMIT

**Direct Mail and Marketing: The Opportunity,
Strategy, Blending with Digital**

BROUGHT TO YOU BY

Printing Impressions **In-plant Impressions**

Direct Mail: Alive and Well



A Resurgence in the Importance of Direct Mail as a Result of the Pandemic



OMG MAIL: The Journal of Communication Distribution
Official Mail Guide

NEWS POSTAL REGULATIONS TECH SPECS GUIDES MAIL MAGAZINE CONTACT

NOW Anti-Greenwashing Campaign Scores Big Wins, Fights False Claims About Paper

Direct Mail Strategies that Recognize the Shift to Work-from-Home

Select Language Powered by Google Translate

Direct Mail Makes a Difference

46% of consumers are more interested in deals, coupons, or promotions before the coronavirus threat began¹

31% of consumers are more excited to receive their mail each day, compared to before the coronavirus pandemic²

34% of consumers are spending more time reading marketing or promotions that arrive in their home mailbox compared to before the coronavirus pandemic began²



1. Valassis survey conducted during the week of April 27, 2020, n = 1,000 respondents
2. Valassis Consumer Study 2020, n = 1,868 respondents

Even Those Perceived as Digital Disruptors




Three easy steps to finding the right person for your role

- 1 Post your job**
Reach more of the candidates you'd want to hire.
Get started now. Visit [LinkedIn.com/post325](https://www.linkedin.com/post325)
- 2 Set your budget**
We'll help you find the right candidate at a budget you can afford, starting from \$5/day.
Get \$50 off your first job post on LinkedIn.
- 3 Review candidates**
We promote your job across LinkedIn and match your role to qualified candidates.
Find your candidate.



Get **\$50** off your first job post on LinkedIn
Redeem by 3/31/2020

LinkedIn



DOORDASH

\$5 OFF
your first Delivery or Pickup order.

Food made to order for Delivery or Pickup.
Either way, you save.

Speakers



Barb Pellow
Manager
Pellow and
Partners



Audrey Jamieson
President
Marketing Kitchen



Keith Miller
President & CEO
Strategic Factory

[HOME](#) [SERVICES](#) [MEET THE TEAM](#)



[ABOUT](#) [RESOURCES](#) [CONTACT](#)

A close-up photograph of a square chocolate brownie in a clear glass square dish. The brownie is topped with a dusting of powdered sugar. The background is a blurred kitchen countertop.

Providing Ridiculously Great Direct Mail and Fulfillment Services

[WATCH THE FULL VIDEO](#)



About Marketing Kitchen

- Located outside of Toronto
- Founded in 2014
- 40,000 sq. ft. facility with \$10 million in revenue
- Focus on direct mail across all industries with a heavy emphasis on non-profit
- And the name – “The kitchen is the one place where people like to gather, collaborate and create, and that's exactly what we do here at Marketing Kitchen.”



Solutions and Services

- Targeted and personalized direct mail
 - Emphasis on data
 - Data cleansing
 - Data manipulation/next best offer
- Neighbourhood mail (unaddressed direct mail)
- Compliance mailings
- Fulfillment and mailing



SHIPPING ACROSS CANADA FOR \$7.50



SOMETIMES A SIMPLE HELLO IS ALL SOMEONE NEEDS

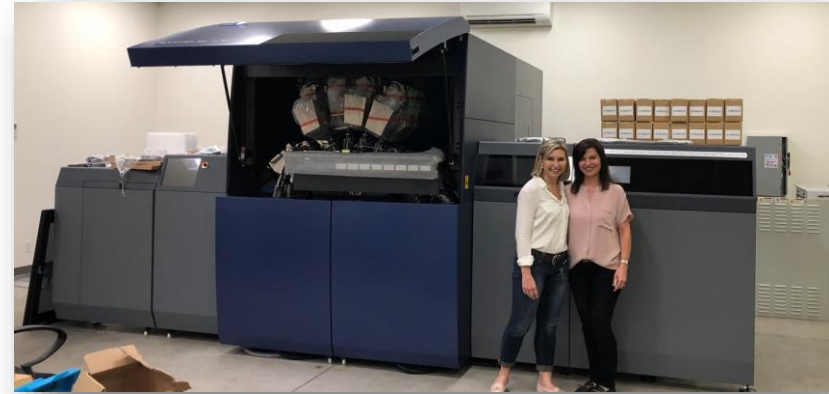
#sparkjoy for someone today!

GET STARTED

Open "<https://www.5amlemon.com/collections/cards>" in a new tab

The Inkjet Journey

- All digital – cut sheet electrophotographic technology
- Attended the Inkjet Summit in 2019
- Cut sheet fit my job mix best....short run variable data direct mail
- Decided on Konica Minolta KM-1
- Ability to use up to 18pt substrates duplex and 24pt simplex
- **The benefits**
 - Turnaround time
 - Put us on the map
 - New business opportunities



Installation Week for our KM-1, June 2019



The Drive for Direct Mail

- Market went silent for the first months after the pandemic started
- People were and still working from home
- Non profits came back first
- Neighborhood unaddressed mail is important for local businesses and their new customer acquisition
- Targeted direct mail continues to increase to drive ROI
- Compliance mailings/critical customer communications continue to be important



Recommendations

- If you haven't looked at inkjet you should
- Align technology with your business mix
- The time to market advantage is important for you and your customers
- It is cost effective versus toner technology



It's Time to Change the Game

Your single-point provider for printing, signage, branding, and marketing.

2021 #1 SMALL COMMERCIAL PRINTER WINNER

[READ MORE](#)

About Strategic Factory

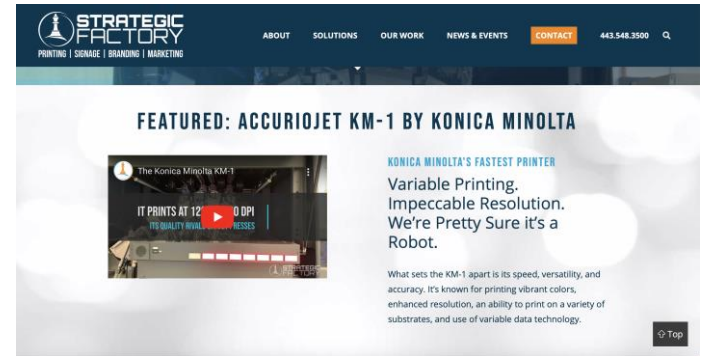
- Purchases a two-person quick print franchise in 1999; has grown to a 4 locations with 105,000 sq. ft. of production and warehousing space with more than 130 employees
- Growth through both tuck-ins and strategic acquisitions
- Service more than 8,000 customers in a diverse number of market segments
- Single point provider for all things to support the brand including commercial printing, signage, vehicle graphics, branded apparel, promotional items, and a full range of creative and design services
- Revenues in excess of \$27 million



The screenshot shows the Strategic Factory website. At the top is a dark blue navigation bar with the Strategic Factory logo on the left, which includes a stylized 'S' and 'F' icon and the text 'STRATEGIC FACTORY' above 'PRINTING | SIGNAGE | BRANDING | MARKETING'. To the right of the logo are links for 'ABOUT', 'SOLUTIONS', 'OUR WORK', 'NEWS & EVENTS', 'CONTACT' (highlighted in orange), and a phone number '443.548.3500' with a search icon. Below the navigation bar is a white section with the headline 'SMALL BUSINESS TO FULL-SERVICE ENTERPRISE' in blue, followed by 'An Entrepreneur's Dream to Become a **Single-Point Provider**'. A paragraph of text follows: 'Strategic Factory started in 1999 when Keith Miller purchased an 800-square-foot, two-person, quick-print franchise in Pikesville, Maryland. Ambition and determination led to the building of a sprawling, 40,000-square-foot production facility in Owings Mills, MD. Innovation and perseverance have made Strategic Factory into a preeminent single-point provider, continuing to expand services and product offerings, while growing to more than 130 employees.' Below this is another white section with the heading 'MERGERS & ACQUISITIONS' in blue, followed by 'One Company, **Substantial Growth**'. A final paragraph reads: 'Over time, a number of companies have joined the Strategic Factory family to create the diversified brand we know today. All of which now operate under the Strategic Factory name.'

The Inkjet Journey

- Quick printer with small format presses
- Added Inkjet in 2020
- Almost no make ready
- Very little down time
- Reduced margin for operator error
- Faster turn time for clients
- Simplified operations: Eliminated two DI and two Ryobi presses and one cut sheet toner device
- Makes us more productive and efficient
- Larger sheet size for multi-up variable data postcards



Solutions and Services

STRATEGIC FACTORY
PRINTING | SIGNAGE | BRANDING | MARKETING

ABOUT SOLUTIONS OUR WORK NEWS & EVENTS **CONTACT** 443.548.3500 [Q](#)

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[MEET THE AGENCY](#)

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[EXPLORE SERVICES](#)

CREATIVE & DESIGN SOLUTIONS
[GET STARTED](#)

BRANDED APPAREL
[SEE YOUR OPTIONS](#)

PROMOTIONAL PRODUCTS
[VIEW SOLUTIONS](#)

SIGNAGE & VEHICLE GRAPHICS
[READ MORE](#)

ONLINE STOREFRONT
[SEE IT IN ACTION](#)

PPE SUPPLIES
[CALL US TO ORDER](#)

[Top](#)

Driving Direct Mail with DM Booster

- A tool set to lengthen the life cycle of direct mail
 - Informed delivery
 - Social media
 - Retargeting
 - Call tracking
 - Online follow-up
 - Mail tracking
- Improving overall ROI



Dealing with a Different Set of Challenges

- Disqualifying some customers
 - 8,000 customers is challenging
 - Average customer does \$12,000 annually
 - Need to drive that to six figures
- The supply chain (paper and envelopes)
 - Moving clients to postcards and self-mailers where necessary
 - Adding value through more digital marketing services
- Productivity and automation: Shorter and shorter run lengths; invested in BCC software and Quadient inserter



Recommendations for Peers

- Have a vision: where are you and what do you want to achieve?
- Expand portfolio to include digital options to drive revenue
- Become a supply chain and purchasing expert
 - Look for options for better targeting/less paper
 - Develop design alternatives to eliminate need for envelopes
- Continually refresh technology



Here's Why Marketers Still Like Direct Mail

- It is a way to reach the “work at home” consumer with “digital fatigue”
- It provided a tactile memorable experience
- It provides a QUALITY experience
- It works in OMNI-CHANNEL marketing campaigns and programs
- It is highly TARGETED
- It's PERSONALIZABLE and tailored to be RELEVANT!



In Summary

- Direct mail is alive and well
- Marketers deem it as integral to the mix
- It needs to be well integrated with other channels to provide an cohesive brand experience
- Look for options to more effectively manage supply chain issues...digital and design
- Inkjet delivers....speed, quality, productivity, efficiency





QUESTIONS?

inkjet | 10th
SUMMIT ANNIVERSARY

BROUGHT TO YOU BY

Printing Impressions In-plant Impressions

Speaker Example



Fname Lname
Title
Company



Fname Lname
Title
Company



Fname Lname
Title
Company



Fname Lname
Title
Company



Fname Lname
Title
Company

Header Example

- Body Copy
- example

Speaker Example



Fname Lname
Title
Company



Fname Lname
Title
Company



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Company



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Company