

VARIABLE INFORMATION PRINTING YIELDS DRAMATIC BENEFITS, AGAIN!**How about a 300 per cent revenue increase?**

A Peoria, Illinois consultancy firm that organizes appraisal certification classes in the Midwestern U.S., regularly sends out three part mailing campaigns to Real Estate appraisers, inviting them to sign up for these classes. Ten weeks before the class, a general brochure is sent out, followed by a post card, which is sent out 6 weeks ahead of the event.

Finally, three weeks before the class, a reminder is sent out. However, the response rate to these generic mailings was only about 1 percent, and the classes were attended by an average of 9 persons."

Then, Shane Parker, Sales and Marketing Manager at PIP Printing in Peoria, Illinois, suggested using the appraisal company's database with a personalization tool called "PrintShop Mail" to personalize the mailings. "They knew where, when and which persons attended previous classes, so this information could easily be used in the mailings" says Parker. "By using this information we were able to be much more personal in addressing each potential participant. We figured that this approach had to improve the effectiveness of the campaigns."

And the results proved him right! After five personalized mailing campaigns were sent out, it became clear that the response rates had gone up to at least three per cent, and class attendance jumped to an average of 28 people per class. Parker comments: "Our customer told us that they broke even with the attendance before. But, thanks to the personalization aspect made possible with PrintShop Mail, they are now making a good profit on it."

It was not only this PIP customer that reaped the benefits of using variable information printing. "Now that our customer had seen his business grow because of our efforts, he is also giving us orders for other print jobs" says Parker. "You see, Variable Information printing jobs strengthen my relationship with customers. They won't give us their database information unless they trust us. And once our advice proves to benefit them directly, they always bring in more and bigger business. This cross-selling effect is another reason why I'm promoting Variable Information printing to my customers".

Variable information printing is fast turning out to be the main advantage of digital printing. Why? Because you are able to deliver a much more personal and targeted message. Personalized printing is a powerful way of improving your communication to customers. Most of all, it shows that you pay special attention to each individual customer. That is true personal communication. Do you know a better way to communicate through printing?

