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THE POWER OF WEB-TO-PRINT PORTALS

Many growing enterprise level businesses are turning to web-to-print portal solutions to centralize, control and disperse marketing materials.

Web-to-print portals help franchises and large organizations with distributed sales networks keep in contact with their audience without putting pressure on tight budgets and already exhausted resources.



■ WHAT IS A WEB-TO-PRINT PORTAL?

A web-to-print portal is an enabling-technology that centralizes and simplifies the process of creating, distributing, and tracking elements of cross-media, direct marketing campaigns. More simply stated, a web-to-print portal is a single location online where sales teams and company associates can order marketing materials, customize them for their local markets, and print them on demand—brochures, POS materials, booklets, sales sheets, and more. Users of these portals can even create, deploy, and track branded email marketing campaigns targeted to their local audience.

Additionally, businesses utilizing web-to-print portals can streamline distribution and fulfillment of approved marketing materials and support documentation for their associates. Sales and branding guidelines, process documents and approved marketing materials can be made available to associates within days rather than weeks. And, since everything is centralized in one location, executive management can be assured that their field network associates are accessing and using only the most current version of marketing materials available.

For industries that thrive on a network of distributed field staff and locations, or for industries where timing and personalization is critical, the benefits of using a web-to-print portal application are monumental.

With a web-to-print portal, you can:

- Control branding elements and maintain integrity of brand identity
- Personalize and customize marketing materials at the local level
- Streamline the process of preparing and printing marketing collateral
- Reduce management, production, printing and storage costs
- Track direct marketing expenditures and campaign ROI

MAINTAINING BRAND IDENTITY

The task of maintaining brand integrity and strengthening brand recognition, often a challenging issue with growing franchises, is efficiently accomplished through the use of web-to-print portals because they offer a level of control over brand image. Since these portals act as a central hub for distribution and fulfillment of marketing elements, businesses are able to upload and provide access to information like branding guidelines, approved logos, and process documents. Additionally, pre-designed, corporate-approved and branded templates for various marketing materials can be made available online for associates and sales support staff to access when needed. This capability not only makes it easier for associates to quickly generate marketing collateral on the fly and customize pieces for their local area, but also ensures that they adhere to the organization's branding guidelines.

PERSONALIZATION AT THE LOCAL LEVEL

Web-to-print portals offer benefits beyond easy distribution of marketing materials and a path to tighter brand consistency. The templates and other tools, like variable data capabilities, available through web-to-print portals allow distributed field associates to personalize and customize direct marketing materials for their local audience without compromising brand integrity. Field associates can personalize direct mail, branded follow-up cards, and other materials to include unique customer data (like their name, recent purchasing behavior, etc.) or information specific to their local region.

This balance of local flexibility and corporate control was exactly what Sylvan Learning Centers wanted when they adopted a web-to-print portal developed by QuantumDigital, Inc. Sylvan's previous direct mail distribution and fulfillment system exhibited poor response times, outdated inventories of print materials and franchisee frustration which resulted in a significant drop in direct marketing program participation.

"We needed a direct mail program our franchise operators could customize and distribute on demand," said Sara Costello, Director of Direct Mail and Conversion Marketing at Sylvan. Alternatively, Sylvan wanted to offer flexibility to their franchisees while maintaining control over brand identity. "We needed to bring back a new and integrated program that worked for us and our franchise owners."

Sylvan's franchise operators have embraced the new direct marketing web-to-print system, moving from a 10% adoption rate in the legacy system to more than 75% in 2007. "Our results prove how effective the new web-to-print model can be," Costello stated.

PRINT-ON-DEMAND FUNCTIONALITY

Web-to-print portals feature digital on-demand printing, a technique that has its own substantial set of benefits. Print-on-demand functionality saves money and resources by giving businesses the opportunity to produce printed marketing materials in the exact quantities they need, precisely when they are needed. Essentially, printing on demand reduces costs associated with storage, helps to eliminate occurrences of obsolete and out-of-date marketing materials and allows businesses to be more timely with their marketing messages.

Case-in-point, the AT&T "Real Yellow Pages®" sales staff needed more effective ways (beyond the traditional phone calls) to follow up with prospects, confirm scheduled appointments and orders, thank clients for their recent purchases, and to build one-to-one personal relationships with their prospects. Their existing direct marketing program and processes were difficult to manage, complex to administer and slow. It was not uncommon for sales follow-up cards to take two to three weeks before they were in the mailstream.

The AT&T "Real Yellow Pages" team required a direct mail system that was campaign-driven, could work with the sales processes and cycles, and offered the sales staff flexibility to personalize and send out a follow-up card immediately after a call. QuantumDigital, working with the AT&T team, developed an enterprise Print on Demand Solution (PODS) that offered the AT&T sales force an effective way to stay in touch and build loyalty with existing clients and communicate Yellow Page offers in a cost-effective way. The capabilities of the web-to-print portal to personalize branded materials along with digital, print-on-demand functionality put the power of direct communication back in the hands of AT&T's team.

SEAMLESS SYSTEM INTEGRATION

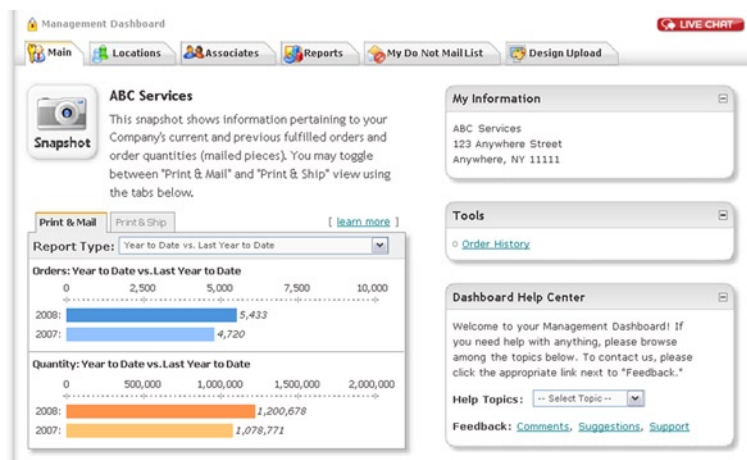
Web-to-print portals not only consolidate marketing collateral and information, but also have the ability to organize production processes and resources. Completely customizable, web-to-print portals may be fully integrated into a company's existing ad builder

portal, CRM, databases and accounting back-end systems. These integrated portals may be positioned as an added-value feature and can serve as a way to facilitate distribution of co-op advertising funds among distributed locations and field associates. The result is a more organized production, distribution and fulfillment process.

MEASURING MARKETING ACTIVITY AND ROI

Yet another benefit of web-to-print marketing portals is the ability to access real-time reports that track marketing activities across multiple offices and distributed field associates. Through the analytics offered via the portals, businesses can track marketing expenditures and activities, easily spot missed areas of opportunity, measure campaign ROI, and collect customer intelligence data.

QuantumDigital, a developer of custom web-to-print marketing portals, offers a Management Dashboard within their solution that allows enterprise level businesses and franchises to keep a pulse on their company's direct marketing activity. "Before the online Management Dashboard reporting tool, we had to try and track our marketing activity manually. Now I simply login and view an up-to-date snapshot on all direct mail and printing activity," says Gretchen Bartholomew, Director of Operations at Real Living. "I can drill down further to view detailed office or agent level reports. It has saved me a lot of time and effort."



As technology advances, the popularity of web-to-print portals continues to expand due to their ease-of-use and the variety of features offered. They allow companies to focus on their core business and grow.

■ CASE STUDY: AT&T

The AT&T “Real Yellow Pages®” sales staff needed more effective ways (beyond the traditional phone calls) to follow up with prospects, confirm scheduled appointments and orders, thank clients for their recent purchases and to build one-to-one personal relationships with their Yellow Page prospects. The existing print on demand direct marketing program and processes were difficult to manage, complex to administer and slow. It was not uncommon for sales follow-up cards to take two to three weeks before they were in the mailstream.

While the AT&T sales force had the capacity to follow up with Yellow Page prospects, it did not have the right system in place to do it. Ideally, the direct mail sales module had to be simple, fast and effective, and campaign-driven. It had to work with the sales processes and cycles. It was determined that direct mail was a cost-effective method to target both existing customers and prospects with custom and personalized mail pieces, to promote Yellow Page offers, follow up on sales calls and to stay in touch with customers.

The goal was to extract client and prospect information from the current AT&T CRM and SFA system and link it to a new easy to use direct mail module. Communication had to be automatic and routine, allowing the AT&T sales force to focus on the business, rather than on internal sales and business processes.

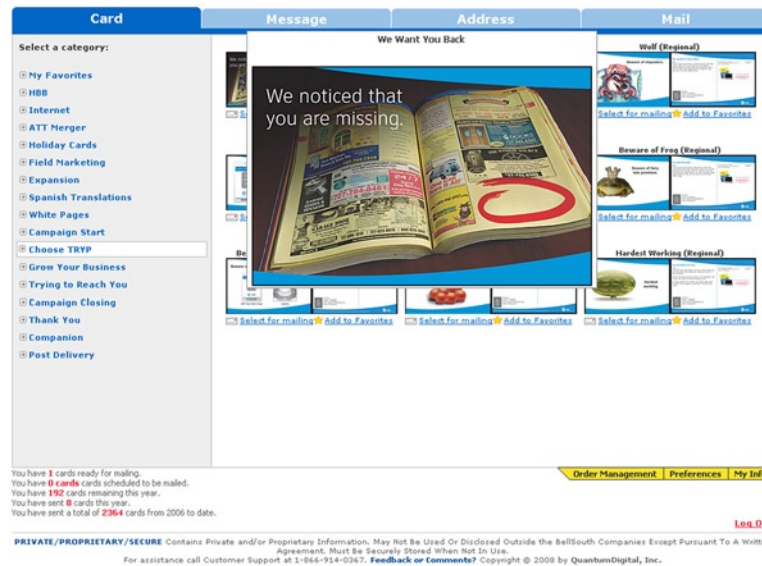
ON-DEMAND PRINT AND MAIL TOOL THAT WORKS

Now the AT&T sales force has full access to a library of direct marketing materials and messages that are customizable for their marketplace and sales cycles. Their print-on-demand portal contains a rich variety of direct mail templates and messages for both prospects and customers.

The different categories include:

- Yellow Page features and benefits
- Thank you messages
- Yellow Page Ad reminders
- We want you back messages
- Holiday messages
- Advertise now call to actions

QuantumDigital, working with the AT&T team, developed an enterprise Print-on-Demand Solution (PODS) that offers the AT&T sales force an effective way to stay in touch and build loyalty with existing clients and communicate Yellow Page offers in a cost-effective way.



According to an AT&T sales rep: “I utilize PODS at the beginning of my canvass. A former advertiser of Bellsouth had received a POD from me and responded. He had for many years wanted to get back in the directory. This reminder allowed him to contact me to make arrangements for a new display ad under restaurants. After educating him on the value of YELLOWPAGES.COM he grew excited about the potential he never knew he had. He said he would have yet again missed the opportunity had he not received my postcard.”

The AT&T direct mail program has unique advantages over its traditional communication channels. Direct mail has proven itself because it is:

- **Targetable.** Mail can be sent to a list of existing customers and sales prospects within the salesperson’s area at any given time in the sales or follow-up process.
- **Interactive.** The salesperson can follow-up with phone calls, voice messages and emails with a variety of real time messages.

- **Personal.** The salesperson can customize the templated messages and add valuable context to personalize each and every customer interaction.
- **Measurable.** The direct mail results can be quantified and measured accurately and quickly by call-backs and promotional sign-ups.

According to another seasoned AT&T Sales rep: “The PODS cards are famous! Since I am a telephone representative and don’t have the luxury of visiting the customers, which limits my ability to develop a loyal relationship with them, the PODS cards allow me to graciously introduce myself and build an association with them. A unique message or thank you on a creative colorful card is welcomed by the customer and another doorway into their business. The feedback from the AT&T Advertising customers has been very positive. They express how appreciative they are when they receive a confirmation in the mail that I am not one of the impostor companies. This helps bring down relationship tension.”

THE RESULTS SPEAK VOLUMES

Since switching to QuantumDigital, AT&T has implemented and rolled the PODS service out to its North American East Coast Operation. The West Coast region is in a roll-out phase now. Once completed, AT&T will have 10,000 active sales reps on the system. In its first full year of operation the AT&T sales force mailed over 200,000 personalized direct mail pieces. The program is rapidly growing as more and more success stories are realized.

Another AT&T sales rep says: “PODS is an excellent tool that I use for reaching my non-billing. I sent out 200 cards and days later my phone was ringing. My planner was filled with twelve new non-billing appointments. I am thrilled to say that I turned those non-billing into \$3,378 worth of sales. I love the PODS. They are quick and easy to use.”

PODS has proven to be an effective communication tool that continues to help the AT&T sales force stand out and out-smart the competition. For AT&T, PODS continues to be a key initiative to not only improve the customer experience at every touch point, but to continue to simplify and automate the sales process.

CASE STUDY: SYLVAN LEARNING CENTERS

Sylvan Learning needed a new direct marketing platform for their 1,100-and-growing franchisee base. The company used an offset commercial print operation that was no longer able to meet the needs of the Sylvan franchisees. Poor response times, outdated inventories of print materials and franchisee frustration resulted in a significant drop in the direct mail volume.

According to Sara Costello, Director of Direct Mail and Conversion Marketing at Sylvan, limited ability to customize direct mail pieces and a lack of dedicated customer support also added to the reduction in direct mail volumes.

“We needed a direct mail program our franchise operators could customize and distribute on demand,” said Costello. “We needed to bring back a new and integrated program that worked for us and our franchise owners.”

A TECHNOLOGY PLATFORM FOR MARKETING EXCELLENCE

Sylvan Learning contracted QuantumDigital to implement a flexible, web-to-print direct marketing solution. As part of the initial discovery sessions, Sylvan franchisees participated in a number of surveys in order to create a system that was customized for them. As a result, Sylvan now has the ability to provide branded marketing collateral to their franchisees through a branded web portal, called the 1:1 Direct Mail Service Bureau.

With the previous system, the franchisees could not easily tailor, customize and personalize their messages for their local markets. The new online system provides each franchisee with this functionality. They simply select the direct marketing piece they need, personalize their message, and choose their mailing list; the marketing pieces are in the mail the next business day. The web-to-print solution provides flexibility at the local level, but allows Sylvan Learning to protect their overall brand integrity.

ENABLING TRUE DIFFERENTIATION

Sylvan’s franchise operators have embraced the new direct marketing system, moving from a 10% adoption rate in the

legacy system to more than 75% in 2007. “Our results prove how effective the new web-to-print model can be, and we are planning to increase and expand our direct marketing programs to continue to add value for our franchisees,” stated Costello.



“We needed a direct mail program our franchise operators could customize and distribute on demand. Exceptional customer support, 24-hour turn times and flexible technology is a must for our franchisees.”
 —Sara Costello, Director of Direct Mail and Conversion Marketing, Sylvan Learning

ABOUT QUANTUMDIGITAL

QuantumDigital is a complete online service provider for direct mail, on-demand printing and eMarketing. For more information on QuantumDigital's products and services, please contact us.

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