

Cover Page

Will Be Added Later

Abstract – for use in database

DMM needed a way to showcase their cross-media marketing capabilities while engaging C-level marketers. To accomplish this they developed the “First-to-Know” campaign which invited a targeted group of marketers to a wine tasting event. The combination of personalized direct mail, email, PURLs and phone calls led to outstanding success including over \$1.5 million in sales.



Project:	DMM Increases Sales by Targeting Senior-Level Marketers
Vertical Market:	Printing Services
Business Application:	Direct Marketing/Lead Generation

Business Objectives

DMM, a marketing solutions provider, wanted to showcase its expanded capabilities to existing clients and targeted prospects and build awareness regarding its cross-media marketing solutions.

- Invite C-level executives to a wine tasting event and offer them the opportunity to participate in executive discussion groups on key marketing topics
- Generate leads for sales pipeline
- Increase business among existing customers
- Obtain new customers

Results

- 54 of the targeted companies responded to the invitation, for a total response rate of 60.6%
 - 21 responded that they would attend the event (23.6%)
 - 33 responded that they could not attend
- Of those that responded:
 - 17 responded via the RSVP card
 - 9 visited their personalized URL (PURL) in response to the direct mail piece
 - 28 visited their PURL in response to an email invitation
- With several confirmation and reminder touches, everyone who registered for the event attended.
- Over \$1.5 million in sales as a direct result of this campaign
 - DMM upsold services for existing campaigns to four customers
 - Eight new campaigns were sold. Three of these campaigns were for brand new customers
- Among the attendees there are three additional prospects in DMM's sales cycle plus DMM has leads that it is following up on from those who did not respond to the initial campaign.

List

The list and target audience for this campaign was critical to the success of the program. DMM targeted 89 companies. Half of these companies came from DMM's existing house list. The other half were local or regional companies that were selected based on their size and vertical market. Targeted verticals included education, retail, finance and insurance. To get the proper contact people at the selected companies DMM had to do research and make phone calls. Even at existing customers this work was sometimes necessary because DMM's contacts were not at the level required for this campaign.

Target Audience and Messaging

The targeted executives in each company were the CEO and CMO or VP of Marketing. While DMM did not expect the CEOs to respond, they were targeted in order for them to experience first-hand the cross-media solution so that they would be familiar with the concept when briefed by their VP of Marketing following the event. The VP of Marketing or CMO was the main audience because they control the marketing programs.

The campaign encouraged recipients to be among the "First to Know" how relevant, customized communications could drive business results for their company.



WHEN IT COMES TO MARKETING, NOTHING IS SWEETER THAN CUSTOMIZED, RELEVANT COMMUNICATIONS.

Whether you want to Double Response Rates or Customer Retention, Or Significantly Increase ROI, Customized Communications are a Proven Strategy.

John,
COME TASTE WHAT CUSTOMIZATION CAN DO FOR DMM, INC.!

Invitation-Only Wine Tasting
Thursday, July 19th
5:30-7:00 p.m.

Enjoy a Personally Selected Bottle of Wine & Participate in Your Choice of Executive Discussion Groups

Hosted by **DMM**
RSVP Now at www.dmmonezone.com/rsvp/john.sample

Campaign Architecture

To engage the CMOs/VPs of Marketing, DMM developed a "First to Know" wine tasting event at their 60,000 sq. ft. facility promoting their marketing solutions capabilities as well as an executive round table discussion forum. Executives could choose to participate in one of two discussion groups: 1) Cross-Media Solutions and 2) One-to-One Relationship Marketing.

The campaign began with a direct mail invitation sent to the CEO and CMO/VP of Marketing at the 89 targeted companies. To RSVP the recipient was given two options – visit their PURL or complete and return the enclosed RSVP card.

For both RSVP methods the recipient was asked to note if they could attend. If they were attending the recipient was asked to pick their preferred wine selections and choose an executive round table forum.

Yes, I will Attend
Please Complete Questionnaire

I will Not be Attending

Round Table Discussion Topics: *(please select your preferred session)*

Customized Communications – Personalized Print, URL & E-mail Marketing

One-2-One Relationship Marketing

We'd like to personally select wine for you. *Please tell us what your preferences are: (note the country you'd prefer and then rank your top two within the country, where 1 is your most preferred)*

Country	Region/Varietal
<input checked="" type="radio"/> Italy	<input type="radio"/> Tuscany <input type="radio"/> Piedmont <input type="radio"/> Veneto <input type="radio"/> Chianti <input type="radio"/> Brunello di Montalcino <input type="radio"/> Amarone <input type="radio"/> Moscato <input type="radio"/> Pinot Grigio <input type="radio"/> Soave
<input type="radio"/> France	<input type="radio"/> Burgundy <input type="radio"/> Bordeaux <input type="radio"/> Rhone <input type="radio"/> Champagne <input type="radio"/> Burgundy <input type="radio"/> Chablis <input type="radio"/> Bordeaux <input type="radio"/> Medoc <input type="radio"/> Sauterne <input type="radio"/> Cotes du Rhone <input type="radio"/> Châteauneuf-du-Pape <input type="radio"/> Champagne
<input type="radio"/> Rest of World	<input type="radio"/> Red <input type="radio"/> White <input type="radio"/> U.S. – California <input type="radio"/> South Africa <input type="radio"/> Australia
<input type="radio"/> I don't care for wine and would prefer the following non-alcoholic beverage:	<input type="radio"/> San Pellegrino sparkling water <input type="radio"/> Orangina <input type="radio"/> Diet Coke <input type="text"/> Other _____

The direct mail invitation was followed one week later by an email invitation and then another week later by a telephone call. Mark Cloutier, Vice President of Business Development for DMM, noted that most of the recipients responded to the email because of the ease of clicking a link to get to their personalized landing page. Also, preceding the email with the direct mail invitation ensured that the recipients were already familiar with the event.

Once a recipient RSVP'd that they would attend the event, DMM had several follow-up communications to remind the individual and to maintain enthusiasm. These touches included:

- A confirmation email
- A confirmation postcard
- A reminder email two days before the event
- A reminder phone call the morning of the event

Creative and Outbound Pieces

The direct mail, email and personalized landing pages incorporated grape and wine images that visually tied all of the pieces together.

Offer

The invitations offered attendees a personally selected bottle of wine. Upon arrival at the wine tasting event, attendees were given their first selected wine choice. At the start of the executive forum they were presented with their second wine choice. At the end of the event each attendee was given a gift bag with a DMM wine opener kit, a personalized wine catalog of the showcased wines as well as two more bottles of their wines of choice.

Reasons for Success

Mark says that the entire event was a tremendous success on several levels. It positioned DMM as a true marketing solutions provider to existing clients whose perception of DMM was one of a digital printer and direct mail company. It also allowed DMM to engage at the C-level with some major accounts.

According to Mark, “The list was the most important part of this campaign. Getting to right person within the organization and then making sure our message resonated with him or her was critical.”



Client	DMM
Print Provider & Agency	DMM www.thinkdmm.com DMM is an end-to-end direct marketing solutions provider committed to developing customized communication programs that deliver - greater customer loyalty, higher response rates, and significant ROI. Marketing solutions include: Multichannel, Web-to-print, Transpromotional. Capabilities include: Strategic Campaign Development, Database Analytics, Variable Digital Printing, Direct Mail Production, Email Marketing, Campaign Management, Fulfillment, Online Inventory, ROI Tracking and Cross-Media Integration: Personalized print, email & URL's.
Hardware	Xerox iGen3
Software	Pageflex Cross Media Suite
Finishing	MBO Folder/Bowe Cutter/Bell and Howell Jet Star Systems
Target Audience	CEOs, CMOs and Vice Presidents of Marketing
Distribution	172 people at 89 companies
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