



Online Marketing

Objective

This is a lead generation campaign offering lower postage and to market Mail Rover service.

Target Audience

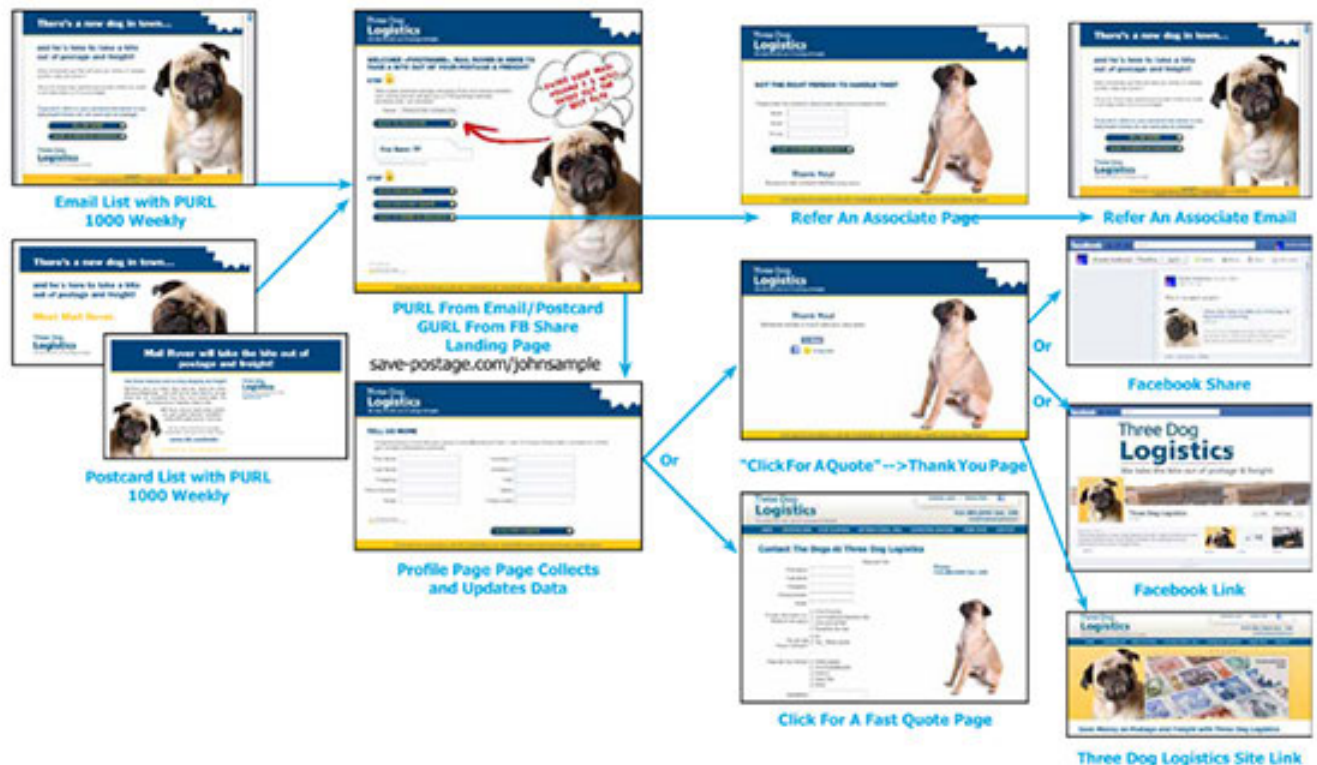
Printing industry specializing in direct mail.

Offer

- Offer free savings calculator
- Offer the ability to submit a quote
- Offer refer an associate

Strategy

Prospects will be contacted either by a postcard or by email. The call to action is for the prospects to use the free savings calculator by visiting their own personalized web site via a Personalized URL. The respondent will be asked to confirm their contact information so that the Three Dog Logistic sales staff can follow up. The respondent will be taken to a Thank You page which encourages them to share the site through Facebook. All web site activity is tracked and reported via the Campaign Dashboard.





EMAIL → Landing Page → Combined Survey Page and Profile Page



Thank You Page → Impact Movie Page → Sample Page

Custom Print Now - 7 Sins Campaign

This is a lead generation campaign targeted to professional printing and marketing services. CPN provides Web-to-Print partnerships who want to provide any or all CPN Products and Solutions.



Meet The Expert & Demo Page

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JVI
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Target Audience

Franchise National Brands and Non-Profits

Offer

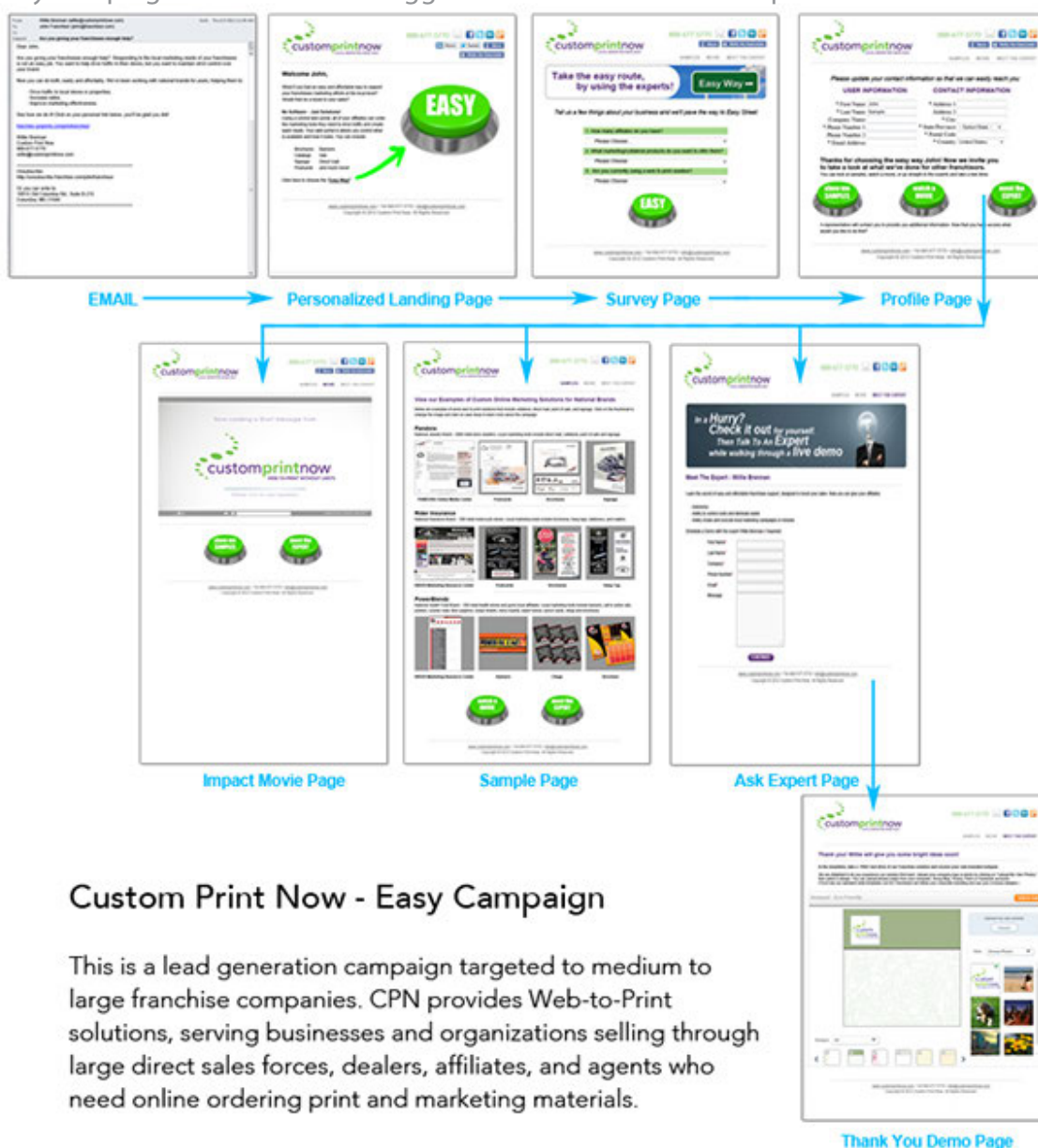
- Impact Movie and Samples of CPN Portfolio
- Live Demo Offer for a Starbucks Card
- Demo and Free Personalized Premium Product

Strategy

Prospects were contacted by email and given a PURL to offer their franchisees help responding to their local marketing need. CPN offered a No Software a Just Solution by using a central web portal. All of their affiliates can order the marketing tools they need to drive traffic and create warm leads. The web portal is where they control what is available and how it looks. It can include:

- Brochures
- Signage
- Catalogs
- Ads
- Direct mail
- Cross-Media
- and much more!

The easy campaign sets off various triggers to land live demo sales presentations.



Custom Print Now - Easy Campaign

This is a lead generation campaign targeted to medium to large franchise companies. CPN provides Web-to-Print solutions, serving businesses and organizations selling through large direct sales forces, dealers, affiliates, and agents who need online ordering print and marketing materials.