

LOOKBOOK

SHOW YOUR FIRM'S FULL EXPERTISE WITH
IMPACTFUL DIMENSIONAL MAIL.

 **vision**
GRAPHICS INC
DATA | PRINT | DIRECT MAIL | FULFILLMENT



INTRODUCTION

The marketing world is a crowded place and you may think that the focus is now on digital. To which you are correct, but only partially. Dimensional mail remains a driving force in the marketing realm and offers a lot of creative opportunities to attract and captivate your client's attention in memorable and engaging ways.

Sounds promising doesn't it? But how do you go about making the first step towards creating something memorable?

At Vision Graphics we are experts at creating tailored content fit for the right time and place and delivering it to the people that have the most impact. Our Tangible Marketing Automation (TMA) solutions help you establish goals and drive results through the freedom of creating targeted, personalized, high-impact, dimensional mail.

And the best part? We offer all parts of the process in-house.

What does that mean for you? You don't have to go anywhere else anywhere in the process. No need to have the same conversations over and over again. We can streamline the process.

Now, we think that's enough for the intro. It's better to show rather than tell. Take a look at our lookbook and get inspired and create content that gets noticed.



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ATTRACT

In such a saturated market your marketing efforts need to stand out to make an impact. How can you be sure that you don't get lost in the shuffle? The answer is simple: create meaningful touchpoints with dimensional mail using Vision's Tangible Marketing Automation.





Project: SEEDLING TO SALE

Intro: You've got a list of prospective clients relevant to your business but are still very early in the decision process. You want to nurture and grow the prospect's interest in your company and are looking for a way to stand out. The marketing team has come up with the idea to use seeds to symbolize their growing interest in the brand.

The team designs a branded wrap that goes around the seeds and encourages prospects to plant their own herb garden. Throughout this process, automated emails are sent to the prospect list that coincides with the growth process of a plant.

The Result: Prospects remembered your company because the plant acted as a reminder of your company, and it was a subtle way to stay top of mind and cut through the digital clutter. Weekly emails followed up with prospects about how our company's services can be of value to them. The emails followed a plant theme that had a weekly tip for those who planted their herbs.

ENGAGE

ENGAGE

Keeping your prospects engaged enough to learn about your business is an important next step. Now that they've been introduced to your company, it's time to create a relationship with prospective clients. Show your expertise with targeted and personalized content.



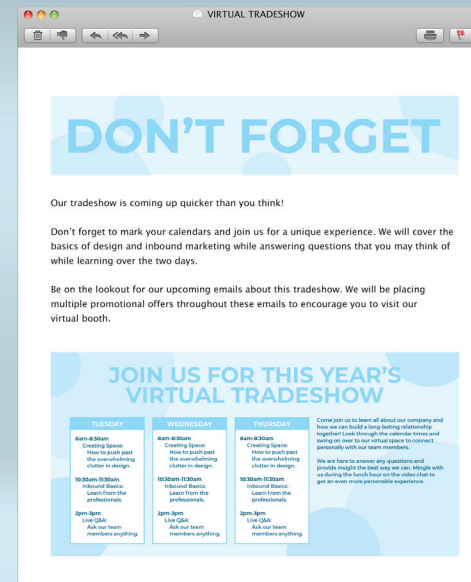
Project:

DRIVE VIRTUAL BOOTH TRAFFIC

Intro: You've seen a dip in booth traffic now that we're adopted virtual trade shows. Now more than ever, people can jump from booth to booth with no consequences and are hiding behind their computer monitors, creating an extra roadblock for your sales team to secure face-to-face meetings.

Your team decides to think ahead and create a custom calendar that includes your tradeshow schedule and all relevant information for how they can find you at the event. Automated follow-up emails were initiated a few days before each event to stay top-of-mind. The sales team had the freedom to customize email messages with promotions to build value for the viewer.

The Result: The calendar streamlined the user's overall experience. All relevant information was easy and accessible to the viewer, increasing virtual booth engagement, and they saw an increase in follow-up meetings.



CLOSE

CLOSE

The last and most important part of the sales process is closing the deal. If you played your cards right and established a relationship with the client, then getting them to sign should be a done deal. But what if signing the contract is proving a challenge? Capturing executives attention long enough for them to sign the deal is a difficult task. Stand out from the crowd using the power of Tangible Marketing Automation.





Project:

CLOSING THE DEAL WAS A PIECE OF CAKE

Intro: Your sales team is in the final stages of closing a contract. The updated contract is in the hands of the decision-maker. All that is left is for the client to sign the contract. The problem is, they've been sitting on signing the contract for a week.

It's easy for things to get forgotten, and we want to create a memorable and engaging experience for him to take the final step of signing the contract. You and the team decide to show the executive that working with you is like a piece of cake and send him a foam cake with a personalized message. If this is a highly valued client, maybe even include a statement saying they will send him something sweet once the contract is signed.

The Result: It might not be a real piece of cake, but it got his attention. The cake worked to get the executive's message to draw his attention to review the contract.

CONCLUSION

The projects showcased here illustrate only a small amount of the many creative ways you can leverage Tangible Marketing Automation for your dimensional mail. The possibilities are only limited by your creativity.

Take advantage of our TMA services to cut through the junk, convert prospective customers into loyal clients and create new imaginative content that captivates decision makers.



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