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2011

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**Project:** Boelte-Hall Drives Customer Leads**Vertical Market:** Printing Services**Business Application:** Direct Marketing/Lead Generation**Business Objectives**

Boelte-Hall, a print service provider serving the Midwest and beyond, wanted to illustrate the power of cross-channel marketing to potential customers and drive traffic to their booth at the Agricultural Media Summit (AMS).

- Familiarize potential and current customers with cross-channel marketing tools such as Personalized URLs, QR codes, and email marketing
- Encourage recipients to visit Boelte-Hall's booth and pick up their free "Schmooze Kit"
- Build a relationship with potential customers

**Results**

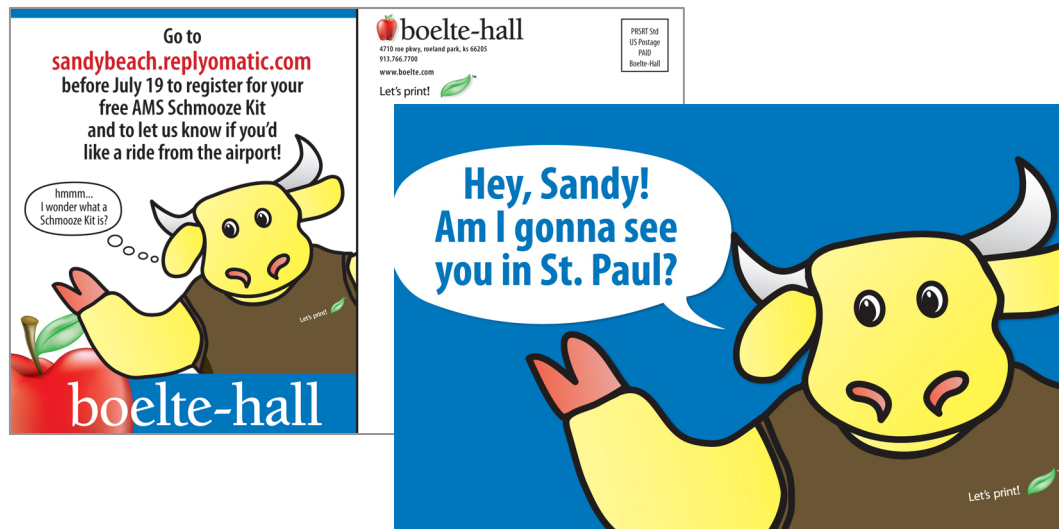
Boelte-Hall's campaign targeted 1,136 people in the US and 75 in Canada. The results reported below reflect the US recipients' response.

- 13.8% visit rate – recipient went to their Personalized URL
- 12.1% response rate – completed online survey
- 127 people requested the free kit
- 25 hot leads – visitors to the booth who were very interested in learning more about cross-media campaigns and wished to discuss how a similar campaign could help them. Two companies set up meetings immediately to develop cross-media campaigns for their own upcoming events

**Campaign Architecture**

Boelte-Hall sent personalized postcards to contacts on AMS' mailing list. The cards encouraged recipients to visit a Personalized URL to receive a free gift and to request a free ride, offered by Boelte-Hall, from the airport.





On their personalized microsite, users were asked to complete a short online survey and confirm their contact information. If they opted to accept the free ride they were directed to a page where they could enter their flight information. If the respondent didn't have their flight information handy they could also respond to an automated email. Once flight information was entered, an automated email was sent to the ride coordinator at Boelte-Hall.

1. How familiar are you with cross channel marketing?  
Involved in it regularly

2. What's this?  
QR code

3. Will you be exhibiting in the InfoExpo?  
☐ Yes  
☐ No

4. Would you like to pick up a Schmooze Kit at InfoExpo?  
☐ Yes  
☐ No

5. Would you like a ride from the airport?  
☐ Yes  
☐ No

Continue

Welcome, Sandy!  
Before I sign you up, please take a minute to answer a few questions.

A reminder email was sent to non-responders 10 days before the start of the Summit. This email again encouraged recipients to visit their Personalized URL and helped drive response.

Following the event another email was sent to respondents. One version was sent to individuals who had requested the Schmooze Kit and picked it up at the booth, and another version was sent to everyone else. The email included a link to a Personalized URL where respondents could request more information about cross-channel marketing and provide comments about the campaign.

### Target Audience and Messaging

AMS attendees represent the agricultural industry's top writers, editors, photographers, publishers, and communication specialists. AMS is a joint meeting of the American Agricultural Editors' Association, the Livestock Publications Council, and the American Business Media Agri-Council.

### Offer

To encourage recipients to visit their Personalized URLs, Boelte-Hall offered individuals a ride from the airport to the hotel for the show. AMS began Sunday, July 25 and the offer for a ride ran from Thursday, July 22 through that Sunday.

Individuals could also register to receive a free "Schmooze Kit" to be picked up at InfoExpo, the trade show event that began Monday, July 26. The kit included sanitary hand wipes, breath mints, a sheet of fun facts about Minnesota, candies and information about Boelte-Hall's services.



### List

The list for this campaign came from AMS.

### Creative and Outbound Pieces

The creative for this campaign focused on the cartoon character “Boelte Bull” who was prominently featured on the direct mail, personalized landing pages, and the Schmooze Kit.

Attendees could also have their picture taken with Boelte Bull at a welcome cruise on the opening night of AMS. These photos were then available at the Boelte-Hall booth. A URL was provided for a gallery of photos from the party as well as a QR code linking the recipient to their own photo.

### Reasons for Success

Boelte-Hall saw tremendous traffic through their booth, which was packed with people most of the time. Many people were asking about QR codes, and then sending others back to the booth to find out about them.

Best practices learned from this campaign are:

- **Lead by example.** One of the most effective ways to illustrate the power of cross-channel marketing is to enable prospective customers to experience it first hand. This campaign introduced customers to a variety of marketing tools as part of a cohesive campaign.
- **Maintain a consistent look and feel.** It is important that all the touch points – mail, email, Web, etc – use a similar graphical treatment to give the customer a cohesive and memorable experience.

Boelte-Hall earned a PODi 2011 Best Practices Award in the Self-Promotion category for this campaign.



<b>Client</b>	Self-promotion
<b>Print Service Provider</b>	Boelte-Hall <a href="http://www.boelte.com">www.boelte.com</a> Boelte-Hall offers a full range of services for corporate, retail and design clients, helping them deliver timely and relevant messages using multiple channels: print, email, personalized URLs, response tracking and result analysis. Lithography, digital and large format printing, bindery and mailing expertise complete the picture.
<b>Hardware</b>	Xerox 700
<b>Software</b>	Composition engine: Printable FusionPro Personalized URLs: MindFireInc
<b>Target Audience</b>	Attendees of Agricultural Media Summit
<b>Distribution</b>	1,136 postcards in the US, 75 postcards in Canada
<b>Date</b>	June – August 2010