Whether you want to increase ad sales or broaden your subscriber base, Publication Printers Marketing Group can help you achieve your objectives by connecting with your market like never before.

Isn’t it time your printer worked for you?

A division of Publication Printers Corp.

Helping You Grow Revenue through CUSTOMIZED Marketing

Connect with Clients in Multiple Ways
In today’s multimedia world, everyone has their favorite communication vehicles. Improve your results by connecting with your clients in the method they prefer most.

Achieve Better Response Rates
By personalizing your campaigns with relevant information, you could increase your response rate by as much as 500 percent over traditional direct mail!

Track Results in Real Time
Monitor the success of your campaign with automated systems that track responses as they occur.

Respond Immediately
Using automatic triggers, you can know exactly when a prospect views the campaign and then follow up on the lead while it’s still hot.

Boost Revenue
Increase ad sales. Improve subscriptions. This is modern communication with a purpose, designed specifically around your sales needs.

The key to better response rates is relevancy. The more you speak directly and personally to each customer, the more success you will have. Publication Printers Marketing Group has developed a multi-channel system that helps you send personalized messages to your customers across several media formats.

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WHY GENERALIZE WHEN YOU CAN CUSTOMIZE?

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Denver, Colorado 80223
www.publicationprinters.com
Publication Printers Marketing Group uses a cutting-edge, multi-channel system for connecting you with your customers in different ways. Through variable data printing, we can customize the content on your printed pieces to specific demographics, personalizing everything from the name of the customer to images to messaging. It’s all automated through our short run digital printing system. Produce postcards, brochures, catalogs, magazines and other printed items—all customized as specifically as you want for each group in your database.

We can set up personalized URLs (PURls) customized for each prospect in your campaign. For example, www.yourbusiness.com/JohnSmith. These PURls address clients by name and repeat personalized messages with instructions to take action on your offer. We track all responses and provide real-time data on the results.

Additionally, we can help you reach your customers via customized e-mail and QR codes, which direct them to their personalized URLs and provide the same real-time tracking.

Throughout this process, we can implement automatic triggers to send e-mails to your staff based on customer responses, so you can take action on client input immediately.

Just think: You can reach thousands of clients with the same personalization as a handwritten note. Get their attention with a personalized printed piece, follow up with a personalized e-mail, connect with a personalized text message and direct customers to personalized URls to take action.

Instead of shouting at the masses, talk directly and personally to each client. It’s better communication for better business.

HOW IT WORKS

Publication Printers Marketing Group offers customization at a level not previously available in short run printing.

Greater Return on Investment

Get the most out of your marketing dollars by focusing your campaigns on specific groups and catering to their individual preferences.

Two-Way Dialog with Customers through Web Platform

Personalized URLs with automatic triggers allow you to achieve a dialog with your customers and respond more quickly to their needs.

Improved Efficiency of Future Campaigns

Through real-time reporting, you can refine specific elements of your campaign to improve the success rates of future campaigns. Analyze response rates from different portions of your database to assess the effectiveness of your campaigns with different demographics.

Value-Add for Your Advertisers

Use these services for your own promotions or earn advertiser loyalty by passing on these customization benefits so your advertisers can personalize their campaigns. They make more money. They like you more. They buy more ads. Everyone wins.