

## SIX STRATEGIES

# Guaranteed to Deliver Exceptional Results For the Second Half of 2022

LIVE WEBINAR



DATE

**THURSDAY JUNE 9**



TIME

**08:00 AM PT | 11:00AM ET**



**JEROMY MANSER,**  
Strategic Account Manager,  
Think Patented



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Director of Integrated  
Marketing Solutions, Think Patented



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EVP Customer Success,  
MindFire, Inc.

# Today's Agenda

- NEW OptiChannel Marketing Solutions and why they are essential in today's world
- NEW Customer Loyalty Strategies for Growth and Success
- Customer Acquisition Program Must Haves
- Employee Recruitment Program Opportunities
- NEW Avenues for Fulfillment Efficacy
- Fully Integrated Marketing Programs

# Think Patented

A Partner You Can Count On





## Industries we serve



FINANCIAL



MANUFACTURING



RETAIL



HEALTHCARE



INSURANCE



ADVERTISING



FRANCHISE



SERVICES



EDUCATION



NON-PROFIT

## GOLDEN RULES & VALUES

BE HUMBLE AND FIND WAYS TO SAY "YES"

### The Think Patented Way.

HONEST, TRUSTWORTHY AND UP FRONT IN DEALING

DELIVER "WOW" THROUGH QUALITY AND

Printing has been our core business since 1979. But we can deploy your marketing initiatives across many communications channels, giving your marketing efforts a much broader, more effective platform. Our new 122,000 sq. ft. facility is located minutes from downtown Dayton, in the heart of one of the nation's largest 90-minute land and air travel markets. We believe our way can be your way to greater success.

CREATIVE AND OPEN MINDED!

THINK LIKE A CUSTOMER

[FUN!] = WORK HARD/PLAY HARD

More Than Great Printing



# Unique solutions for unique demands



**MARKETING & CREATIVE SOLUTIONS**



**PANTONE CERTIFIED**



**MARKETING AUTOMATION**



**DISPLAY GRAPHICS**



**WILD FORMAT CATALOG**



**MARKETING PORTALS**

What Are You Trying to Achieve





DISPLAY GRAPHICS



WILD FORMAT CATALOG



MARKETING PORTALS



MAIL360



FOLDING CARTONS / PACKAGING



INCREASING APPLICATION AND ENROLLMENT RATES



MAIL360



FOLDING CARTONS / PACKAGING



INCREASING APPLICATION AND ENROLLMENT RATES

## Partnering with you. And with the world.

Think Patented was the first printing company to become FSC certified in the Dayton region. Since then, we continue to lead with green and sustainability initiatives. For us, it's become part of the "TP Way of Life." Our drive to be a leader in this area is simple, it's the right thing to do; for our community, our employees and our clients.

[Learn more about our green initiatives >](#)

TP Way of Life



# Trends You Can't Ignore

Today's Marketing Efficacy





# Today's Marketing?

The world has changed.

Consumers are in control,  
and live on multiple  
devices & channels.

Single-channel, siloed  
communication is no  
longer enough.

We help companies **reach & engage**  
people -- no matter their channel  
preferences -- to accomplish specific  
**objectives** (like acquisition & portfolio  
expansion).

We do this using OptiChannel journeys  
that use Email, Direct Mail with PURLs &  
QR Codes, SMS, Facebook, LinkedIn, &  
more.

Simply stated, we connect,  
**PRINT** and **Digital** Channels into  
one integrated marketing solution

One Program Leverages Both


Today your target audience is available on 7.2 channels and 5 devices in a 24 hour period!



# DMA Study Shows the Importance of Content

Today's prospects want to download **3-5 pieces** of **high-value content** before taking action

They want to understand how the solution or service can **benefit them** before investing time in a meeting



There are more media channels to build a dialogue on how you can help!

You have to move effortlessly across all channels and that's where technology comes in.



# More Than Marketing

New Use Cases



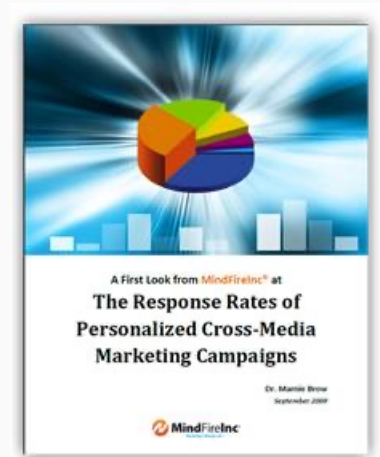
# Program Opportunities

- New Customer Acquisition Programs
- Customer Base Growth
- Loyalty Programs
- Membership Programs
- Event Registration and Arrival Programs
- Trade Show Engagement
- New Member / Customer Onboarding
- Referral Programs
- Trans-promotional Programs
- Label & Packaging

# Vertical Market Opportunities

Some of the Vertical Markets we work with are:

- Non-profits
- Higher Education
- Retail
- Insurance / Healthcare
- Financial Services
- Manufacturing
- Hospitality / Restaurant
- Telecommunications
- Really any vertical that wants improved results!





# Higher Education

Many Different Solutions

# Higher Ed – Student Search

## Success Story:

### **Situation:**

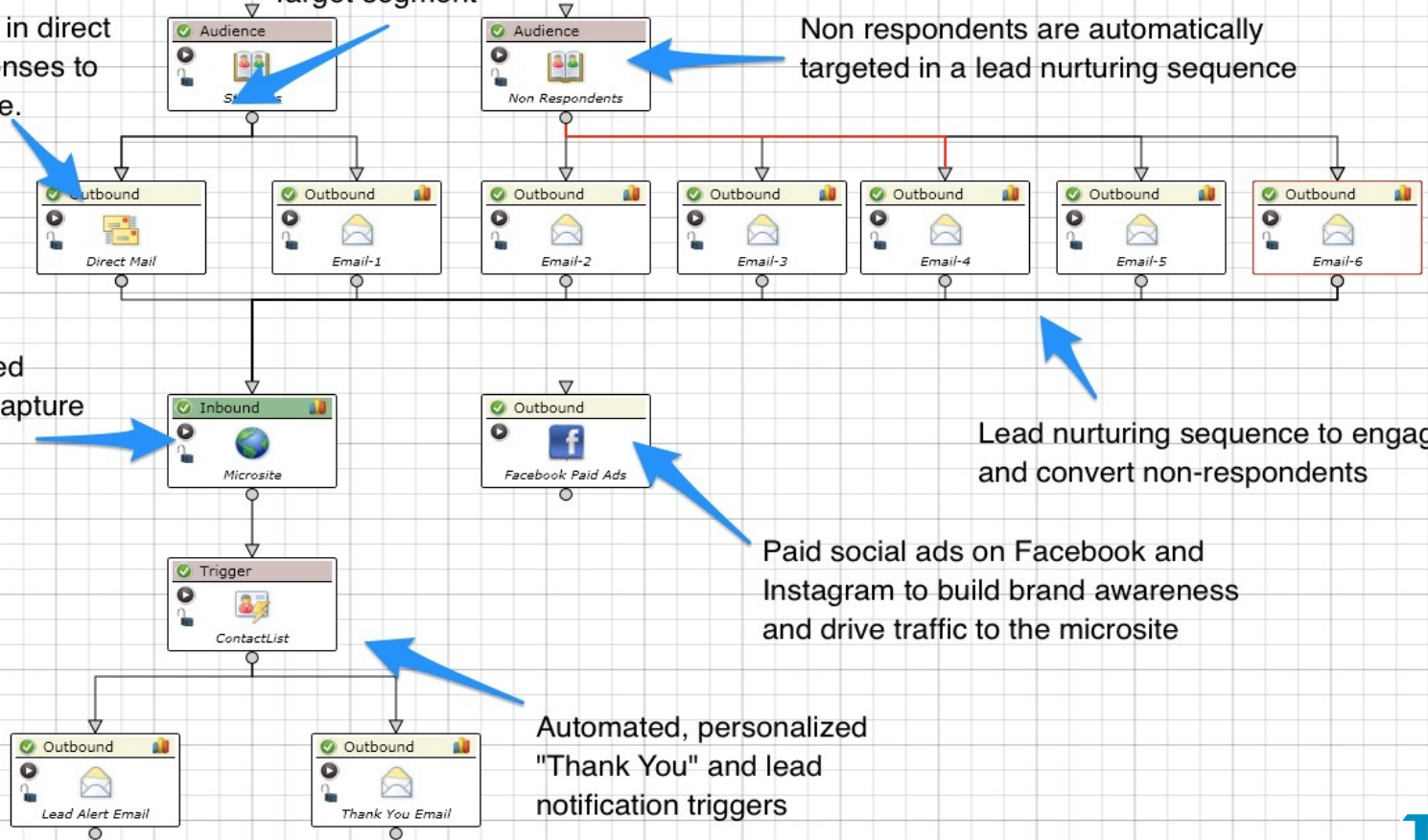
The University of Dubuque wanted to improve their existing Student Search Program that is focused on prospective new students by segmenting touches by course of study, geographical area, and additional interests to increase their application and enrollment rates.



### Target segment

Personalized URL in direct mail to drive responses to the PURL microsite.

Non respondents are automatically targeted in a lead nurturing sequence



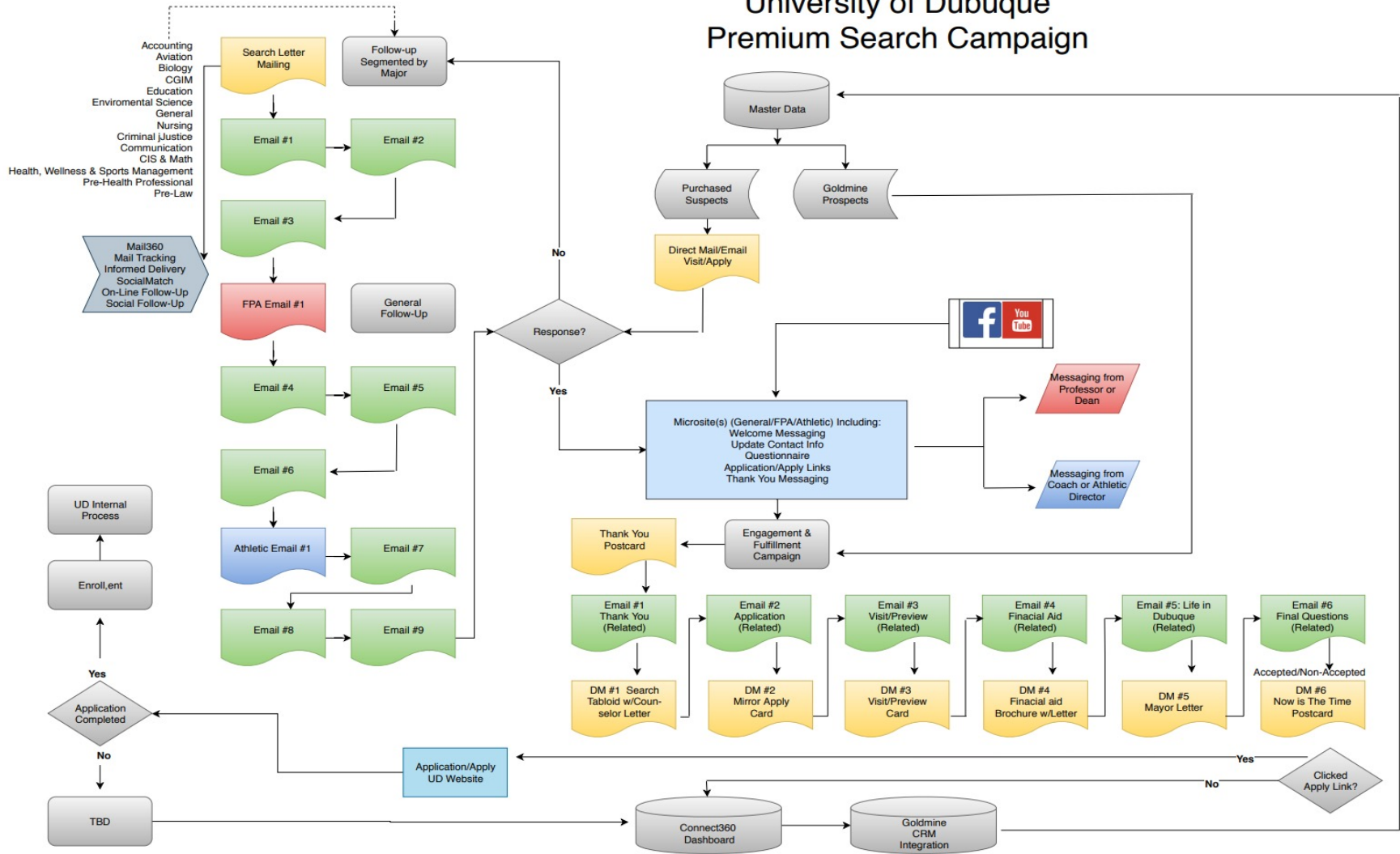
Conversion optimized PURL microsite to capture Lead responses

Lead nurturing sequence to engage and convert non-respondents

Paid social ads on Facebook and Instagram to build brand awareness and drive traffic to the microsite

Automated, personalized "Thank You" and lead notification triggers

# University of Dubuque Premium Search Campaign





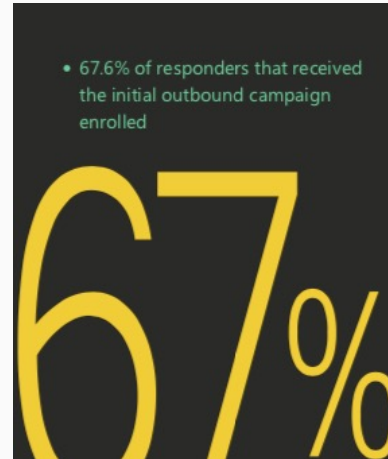


### Benefits:

- Provided automated delivery touch
- Presented real time lead delivery
- Sped up communication with prospective students
- Prioritized more attention and efforts on engaged students

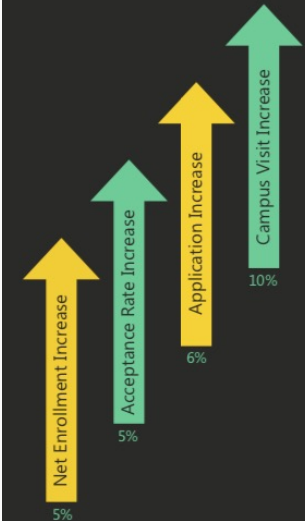
### End Results:

- The University of Dubuque was very pleased with the results
- Significant increase in applications, more than 2000 applications
- Drove prospective students to visit campus
- Exceeded enrollment goal of 600, with 636 members in the new class
- It is the largest class in the history of the university



## Data:

- Applications increased by 6%
- Campus visits increased by 10%
- Acceptance rate increased by 5%
- Net enrollment increased by 5%



- 67.6% of responders that received the initial outbound campaign enrolled

The Results Speak for Themselves



# Mail 360

Recruitment Use Case

# Case Study

## Recruiting








## CHALLENGE

Some of the biggest challenges for employers today is finding qualified candidates and receiving enough applications. Client had a large pool of positions to fill and had tried all the various on-line job sites for recruiting, without success. Client needed to diversify their recruitment effort by including other digital channels and solutions such as Direct Mail.

## OBJECTIVES

-  Stimulate receipt of qualified employee applications
-  Increase brand recognition to entice employees
-  Increase company awareness as to the benefits of employment

## SOLUTION

Design, build and implement a cross-channel marketing campaign utilizing Think Patented's Mail360 platform to enhance recruitment efforts:

1. Residents were identified within a **30 mile radius of their plant.**
2. A total of **31,617** direct mail pieces were mailed and the delivery rate was **95.91%**.
3. **LeadMatch** was applied to every visitor who came to the client's website but did not take any action. These visitors were tracked and a total of **208 potential new recruitment leads** were identified for this client.

4. With our **Online Follow-Up** campaign accelerator, relevant traffic was identified and online ads were displayed to this segment a **total of 30,251 times with 119 click-thrus.**
5. Through **SocialMedia** follow-up, **964 ads** were displayed with 40 click-thrus.
6. **SocialMatch** sent online ads to all the website visitors with Facebook or Instagram accounts, directing them back to the client's website. A total of **4,561 ads were displayed reaching 3,777 unique visitors.**

## THE RESULTS



**15.09x**

increase in  
impressions  
over traditional  
direct mail

**477,313**

views by  
potential  
employees

**178**

Interviews



**148**

Applications



**22**

New Hires

## SUMMARY

Attracting qualified employees is a difficult situation in today's market. Mail360 solved this by including 7 different channels in their recruitment campaign. Allowing companies to add digital channels along with direct mail to increase their companies reach and successfully fill open jobs. The client was most pleased with the results of this campaign and the minimal involvement required on their part due to the Mail360 automation features.

**Results are 30 days into the campaign and the client continued to receive applications past the 30 days. This recruitment campaign was not only successful but cost-effective as well.**

Direct Mail Campaign	Postcard
<b>Campaign Printing/Mailing/Postage</b>	
Mailing Quantity	9,189
Campaign Print Costs	\$ 7,210.00
Campaign Postage Costs	\$ 2,228.00
<b>Campaign Print/Mailing Total</b>	<b>\$ 9,438.00</b>

Direct Mail Response & Conversion Metrics:	
Est. Response Rate	1.00%
Est. Responses:	91.89
Est Conversion Rate:	100.00%
Est. Conversions:	91.89

Revenue Metrics	
Average Order Size	\$ 300.00
Est. Revenue from Campaign Conversions:	\$ 27,567.00
Est. Annual Purchase Frequency:	1
Est. 12 Month Revenue:	\$ 27,567.00
<b>Est. Campaign ROI:</b>	<b>292%</b>

Postage	\$ 0.25
Estimated Postage	\$ 2,228.00

Increase in current DM response rates	1.00%
% Increase in estimated campaign conversions	100.00%
Increase in estimated 12 month campaign revenue	\$ 27,567.00
Increase in campaign costs	\$ 0.24
Increase in ROI	292%

### Mail360 ROI

Direct Mail Campaign	Example Postcard Mailing - With Mail360
<b>Campaign Printing/Mailing/Mail360/Postage</b>	
Mailing Quantity	9,189
Campaign Print Costs	\$ 5,740.00
Mail360 Costs (Price Per Piece Mailed)	\$ 0.16
Mail360 Cost Total	\$ 1,470.24
Campaign Postage Costs	\$ 2,228.00
<b>Campaign Print/Mailing/Mail360/Postage Total</b>	<b>\$ 9,438.24</b>

Direct Mail Response & Conversion Metrics- With Mail360	
Est. Response Rate	2.00%
Est. Responses:	183.78
Est Conversion Rate:	100.00%
Est. Conversions:	183.78

Revenue Metrics	
Average Order Size	\$ 300.00
Est. Revenue from Campaign Conversions:	\$ 55,134.00
Est. Annual Purchase Frequency:	1
Est. 12 Month Revenue:	\$ 55,134.00
<b>Est. Mail360 ROI</b>	<b>584%</b>

### LEADMatch

Mailing Quantity	9,189
Campaign Printing Costs	\$ 7,210.00
Campaign Postage Costs	\$ 2,228.00
<b>Campaign Print/Mailing Total</b>	<b>\$ 9,438.00</b>

LEADMatch Response & Conversion Metrics (9-18%)	
Estimated Response Rate	10.00%
Estimated Responses	1,170.00
Estimated Conversion Rate:	10.00%
Estimated Conversions:	117.00

<b>0</b>	
Average Order Size	\$ 300.00
Estimated Revenue from Campaign Conversions:	\$ 35,100.00
Est. Annual Purchase Frequency:	1
Est. 12 Month Revenue:	\$ 35,100.00
<b>Est. Campaign ROI:</b>	<b>372%</b>

# QR Codes & Direct Mail

A “Game Changer” for your Marketing Engagement

A photograph of two people in a public setting, possibly a transit station or office lobby. Both individuals are wearing blue surgical face masks and clear plastic face shields. The man on the left is wearing a dark suit jacket and has a black backpack on. The woman on the right is wearing a light blue short-sleeved button-down shirt and a dark skirt, and is holding a clear plastic water bottle. They are both looking down at their smartphones. In the center, between them, is a small white stand holding a QR code. The background is blurred, showing warm indoor lighting and architectural elements.

**ARE QR CODES STILL  
RELEVANT TODAY?**

# What's the Future of QR Codes?

Thanks to the pandemic, QR Code usage has seen significant growth, year-over-year!

In fact, reports suggest that **one billion smartphones** will have access to QR Codes by the end of 2022.

In addition, Juniper Research says that by 2022, **5.3 billion QR Codes** will be used for coupon redemption.





# Why Are QR Codes Popular in 2022

There are many reasons QR Codes are regaining popularity, but perhaps the most obvious reason is that they are contactless, touchless, and easy-to-use; **All must-have attributes in a post-pandemic world**

# The Reasons for QR Code Success

## The main drivers of success:

- Today's Mobile phones **ALL** have QR Code readers included
- The QR Code viewers work, unlike Apps of the past
- NEW, COVID use cases like menus and coupons
- 56% of mobile users do everything on their phones

# Improved Engagement

- Direct Mail and QR Codes were made for each other
- The results speak for themselves
- Direct Mail Programs using QR codes see 3x-5x lift beyond the direct mail piece alone
- There are a variety of options for tracking responses and conversions



*Just Listed*  
11754 Melones Cir Gold River, Sacramento



Joseph & Joan Manos,  
**Ready to know your home value?  
Scan the QR code for a free estimate.**

View your home value estimate along with comparable home sales in your neighborhood and surrounding area. Then, sign up for home value alerts to stay informed. Let's get the best value for your home with my complete home seller's plan. Contact me today at 707.246.0018 to schedule a home walk-through, and let's get started!



**Katie Simpson**  
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www.houserealestate.com

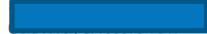


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Sacramento, CA 95864

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FIRST-CLASS MAIL  
US POSTAGE PAID  
COREFACT



5-DIGIT 95670  
Joseph & Joan Manos  
or Current Resident



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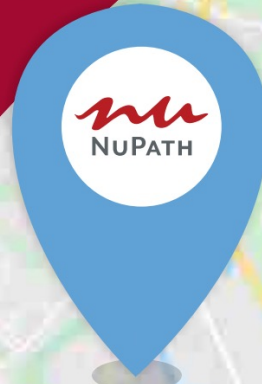


# WE'RE HIRING



**\$500**

Sign-on Bonus



## DIRECT SUPPORT PROFESSIONAL

**SET OUT ON YOUR NU-PATH TO  
WORK RIGHT AROUND THE CORNER!**

Based locally in Woburn, MA, we are proud to be part of a growing network of regional agencies that are changing the way the world views people living with disabilities.

*No prior experience required!*



**Scan Me to  
Apply Now!**

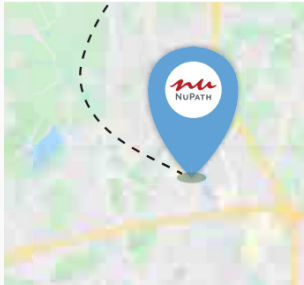
or apply online at:  
[careers.nupathinc.org/  
apply-woburn/](https://careers.nupathinc.org/apply-woburn/)

Recruitment Campaign



# AROUND THE CORNER CAREERS AT NUPATH

 **147 New Boston St., Woburn, MA 01801**



## FAQs

Do you provide training?  YES

Do positions have flexible schedules?  YES

Are part-time positions available?  YES

What about full-time positions?  YES

Is applying easy?  YES

## EASY HIRING PROCESS



Apply



Phone Intro



Interview



Hired

PRSR STD  
U.S. POSTAGE  
PAID  
BOYDS DIRECT

\*\*\*\*\*ECRWSEDDM\*\*\*\*

Residential Customer  
Woburn, MA 01801

 | NUPATH

Back Side of Mailer





For Inquiries - Call : 3-3231-4453  
[www.helpkidsglobalfoundation.com](http://www.helpkidsglobalfoundation.com)

HELP KIDS GLOBAL  
FOUNDATION, INC.



SCAN AND  
DONATE NOW

Give a child three meals  
for one day!

SCAN and DONATE NOW



## Victoria's Secret to launch the latest lingerie collection



Outdoor Signage Great Venue



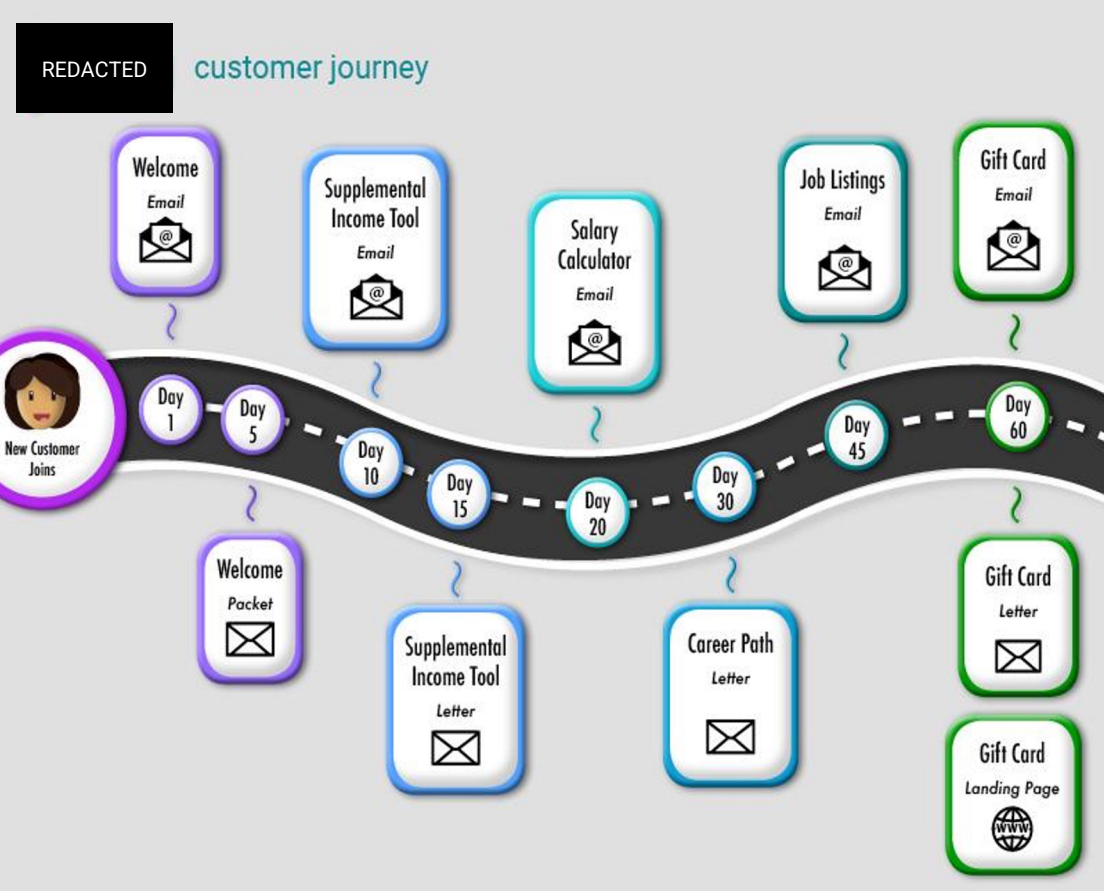


# Financial Services

Journey Maps for any Need



# New Customer Onboarding Program



REDACTED



Hi James,

If you are looking to make extra income, check out our supplemental income tool today! Browse through and identify opportunities to earn extra income using resources you may already have at your disposal.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sollicitudin dolor in ex cursus mollis. Nunc turpis urna, scelerisque eget congue in, tristique et sapien.

[Learn More](#)

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Name

REDACTED

REDACTED



Hi James,

If you are looking to make extra income, check out our supplemental income tool today! Browse through and identify opportunities to earn extra income using resources you may already have at your disposal.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum et diam justo. Ut sed iaculis est, sed blandit arcu. Quisque elit libero, molestie vel justo nec, mattis tempus lorem. Donec eget diam a lorem fermentum tempor sed non urna.

Quisque urna arcu, pretium in arcu in, gravida accumsan lectus. Nam sit amet fermentum risus, eget hendrerit libero. Sed mi metus, consectetur cursus ipsum ut, porta placerat ligula.

Visit [JamesSmith.MyDomain.com/extraincome](https://JamesSmith.MyDomain.com/extraincome) to learn more.

REDACTED

REDACTED

REDACTED



Hi James,

REDACTED

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sollicitudin dolor in ex cursus mollis. Nunc turpis urna, scelerisque eget congue in, tristique et sapien.

[Learn More](#)

Vivamus posuere quam leo, sed congue ex tempor eget. Cras nec tincidunt ex. Proin sodales scelerisque purus vitae faucibus.

REDACTED

REDACTED

REDACTED



Hi James,

Thank you for being a loyal customer! We'd like to offer you a \$10 amazon gift card as token of our appreciation.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sollicitudin dolor in ex cursus mollis. Nunc turpis urna, scelerisque eget congue in, tristique et sapien.

[Redeem Gift Card](#)

Vivamus posuere quam leo, sed congue ex tempor eget. Cras nec tincidunt ex. Proin sodales scelerisque purus vitae faucibus.

Name

REDACTED

REDACTED

REDACTED

The money you need - Quick.

Here's a token of our appreciation for being a valued customer.

Hi James,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris tempus sapien eu pellentesque porta, leo erat iaculis nisi, nec dignissim est magna at elit.

Mauris quis tincidunt feis:

- Aliquam faucibus fringilla cursus.
- Lorem ipsum dolor sit amet.
- Consectetur adipiscing elit.

Fill out the form and get a \$10 Amazon.com Gift Card.

Answer a few questions and receive your \$10 Amazon gift card\*!



First Name

Last Name

Phone

Email Address

Which of the following are you interested in?

- New Loan
- New Credit Line
- Financial Education Tools

[REDEEM GIFT CARD](#)

\*Amazon.com is not a sponsor of this promotion. Except as required by law, Amazon.com Gift Cards ("GCs") cannot be transferred for value or redeemed for cash. GCs may be used only for purchases of eligible goods at Amazon.com or certain of its affiliated websites. For complete terms and conditions, see [www.amazon.com/gc-legal](http://www.amazon.com/gc-legal). GCs are issued by ACI Gift Cards LLC, a Washington limited liability company. All Amazon @,™ & © are IP of Amazon.com, Inc. or its affiliates. No expiration date or service fees.

REDACTED

REDACTED

Talk to a loan advisor:

REDACTED

Hello

Let's get started!

Just a few minutes can help you get the cash you need.

Please enter the 9 digit Reservation # (without dashes):

CONTINUE

*Don't have a Reservation Number? [Click Here.](#)*

For over 25 years

REDACTED

in helping Americans achieve the dream of homeownership. As a Top Residential Lender in the U.S. (according to Inside Mortgage Finance 2018), we are committed to making sure our customers are contacted whenever there is an opportunity to lower their monthly mortgage payment.



# Personalized Microsites



REDACTED

Talk to a loan advisor:  
Call 844-431-6814

Hello

Let's get started!

In just a few minutes, we may help lower your monthly payment through our streamlined refinance process.

Please enter the 9 digit Reservation # (without dashes):

10325

9 digit number

CONTINUE

*Don't have a Reservation Number? [Click Here.](#)*



For over 25 years

REDACTED

...en helping Americans achieve the dream of homeownership. As a Top Residential Lender in the U.S. (according to Inside Mortgage Finance 2018), we are committed to making sure our customers are contacted whenever there is an opportunity to lower their monthly mortgage payment.



# Personalized Microsites

REDACTED

Talk to a loan advisor:

REDACTED

## Test,

It's quick and easy to get started on your new loan.

Simply confirm the pre-filled information and add what's missing. If any information has changed, edit in the appropriate field(s).

Once you are finished, please click the **SUBMIT** button.

First Name:\*

Test

Home Phone:

1234567890

Last Name:\*

Test Test

Cell Phone:

1234567890

Email Address:\*

TEST9@mftest.com

Property Address:

TEST9 St,  
West Springfield, MA 1089

By clicking "submit", you are providing **REDACTED** ss consent to be contacted through automated means such as autodialing, text SMS/MMS (charges may apply), and prerecorded messaging, even if your telephone number or cellular phone number is on a corporate, state, or the National Do Not Call Registry. Providing your consent for contact does not require you to select **REDACTED** your mortgage. By communicating with us by phone, you consent to calls being recorded and monitored.

You may also receive marketing/promotional emails from us.

SUBMIT

For over **REDACTED** years, we have been helping Americans achieve the dream of homeownership. As a Top Residential Lender in the U.S. (according to Inside Mortgage Finance 2018), we are committed to making sure our customers are contacted whenever there is an opportunity to lower their monthly mortgage payment.



# Personalized Microsites





APPLY IN MINUTES

Firstname, why settle for  
regular old checking?

Get paid with

**2.02%** APY\*

ON BALANCES UP TO  
\$10,000 IF QUALIFICATIONS  
ARE MET

**0.02%** APY\*

ON ALL BALANCES,  
EVEN IF QUALIFICATIONS  
ARE NOT MET



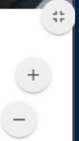
CASH REWARDS

ATM FEE REFUNDS

NO MONTHLY FEES



PAYS CASH...





# CBNA Home Loans

Tools and Offers

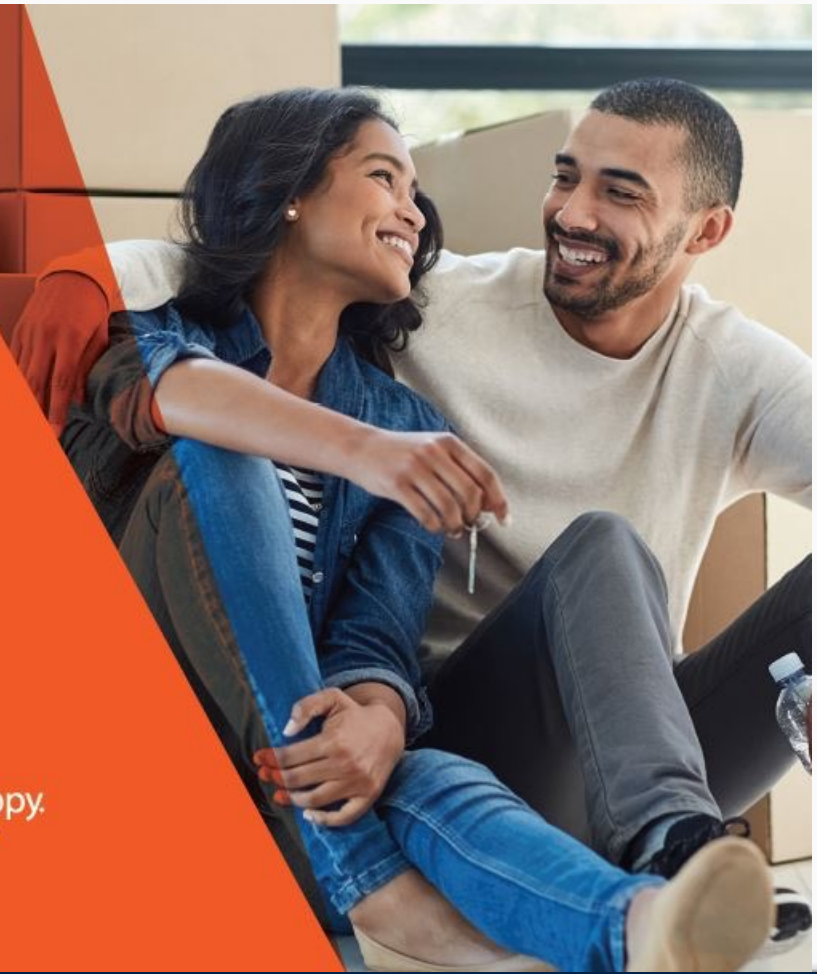
# On the move? We're here to help.

**BUYING A HOME IS A JOURNEY.** Start and finish yours with the support of Community Bank. With our no closing cost mortgage and local lending experts, we're ready to help you through the process, step by step.



 Community Bank |  bank happy.

Scan to apply now or visit [cbna.com/myhomeloan](https://cbna.com/myhomeloan) to learn more.



## CBNA Home Loans



## Helpful tools and products for homebuyers like you:



### PREQUALIFY AND APPLY ONLINE

Easy online mortgage prequalification and application.



### NO CLOSING COST MORTGAGE<sup>1</sup>

Pay \$0.00 up front and save money where you need it most.



**CONTACT US.** Need to speak with a mortgage expert one-on-one?  
**Schedule an appointment or apply now at [cbna.com/myhomeloan](https://cbna.com/myhomeloan).**

All loans and lines are subject to credit approval. <sup>1</sup>The No Closing Cost option is valid on most owner occupied, 1-4-family residential properties. Property and hazard insurance are required and are the responsibility of the borrower. For mortgages with less than 20% down payment, Private Mortgage Insurance (PMI) is required and customer is responsible for PMI premiums. Other applicable fees/charges, including deed stamps or deed transfer taxes, are not mortgage closing costs and will not be paid by the Bank. If a customer elects to obtain owner title insurance, the customer is responsible for the owner title insurance premium. Condominiums and single-wide mobile homes are not eligible for a no closing cost mortgage. Double-wide mobile homes are eligible for the no closing cost mortgage only if permanently attached to a foundation. Should the no closing cost mortgage be closed or discharged within the first three years, the Bank may collect the third-party closing costs from the customer that were waived when the loan was opened. If a customer selects an attorney to represent him/her, customer is responsible for attorney fees. Community Bank will not pay for a survey, nor any other item that is ordinarily paid for by the seller. ADDITIONAL "NO CLOSING COSTS" PRODUCT DISCLOSURE: "No closing costs" means no: origination fee/points; application fee; flood check fee; credit report fee; appraisal fee; mortgage recording fee; abstract update or title search fee; lender title insurance fees; bank attorney fee; mortgage recording tax.

 Equal Housing Lender | Member FDIC

### PLUS, DON'T FORGET TO:

- Check out our resources and information for first-time buyers
- Download our Homebuyer's Kit
- Use our mortgage calculators for easy financial planning
- Ask about our affordable housing programs

[cbna.com](https://cbna.com)    

 Community Bank

5790 Widewaters Parkway  
DeWitt, NY 13214

FIRST-CLASS MAIL  
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PAID  
PERMIT # 45  
DAYTON, OH



# Nationwide OptiChannel Program

Every Aspect is Personalized



# Divisions Maintenance Group

Divisions Maintenance Group provides facilities maintenance services for retailers and property management companies across the nation.

Companies like WalMart and CVS, among others, rely on Divisions Maintenance Group for complete, full service maintenance care of their facilities.



# Challenge and Program Need

## Challenge

Identify, locate and develop qualified third party service providers that meet the qualification standards for Divisions 3rd Party Service Provider Program.

Free up staff and deliver qualified firms based on DMG's overall qualification process.

## Solution

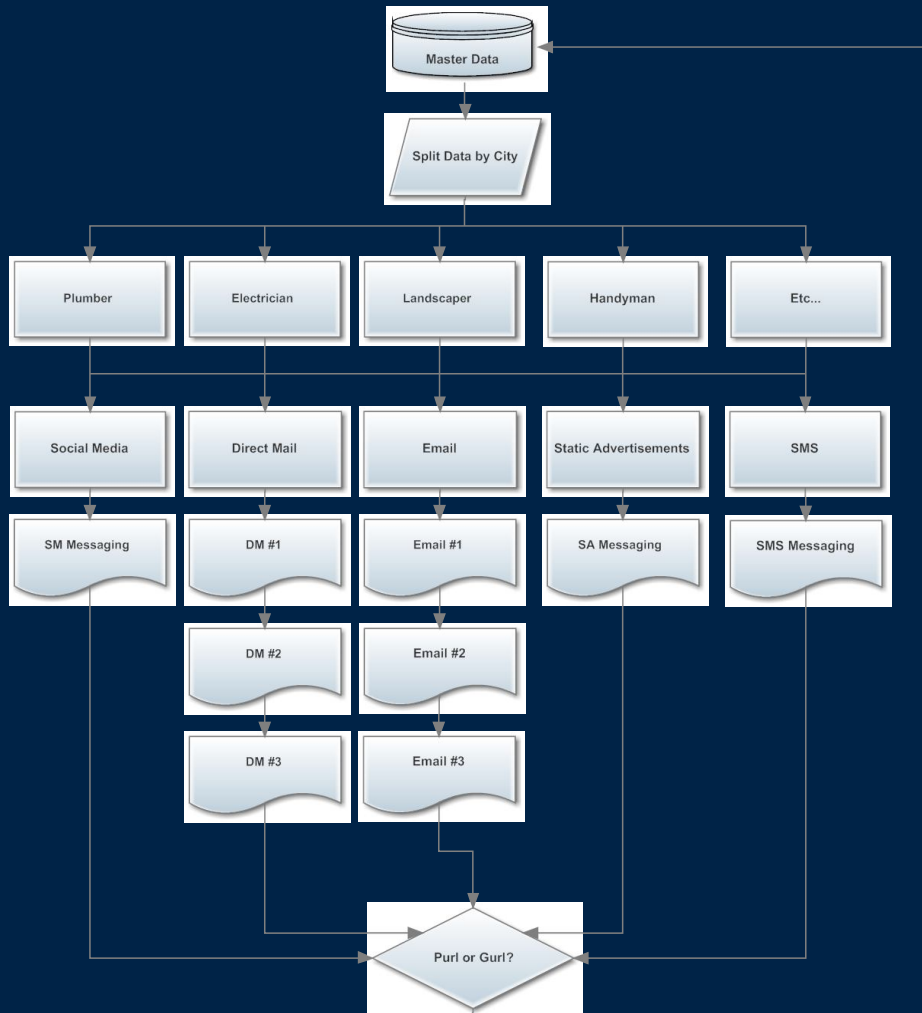
Create a fully automated, Recruitment Portal

Deliver all qualified firms back to them for entry into their CRM

# Program Design Considerations

## Think Patented created a fully automated, Recruitment Portal:

- Allowed potential service providers to log-on and complete a pre-qualification form
- The ability to upload:
  - W-9's
  - Insurance coverage information
  - As well as, other important documentation
- Completed packet of information was submitted to a group of Divisions Internal recruiters:
  - They could approve the next step in the evaluation process
  - Or deny the application in real time
- The solution also sent reminders to applicants for missing parts of the application package







# Direct Mail Touch



**DIVISIONS  
MAINTENANCE GROUP**

**YOUR NEW PIPELINE TO PROJECTS + PROFIT**

**<FirtstName>, to learn more about our contract plumber opportunity go to:  
<[www.FirstLast.DivisionsProvider.com](http://www.FirstLast.DivisionsProvider.com)>**

# Back of Mail Piece

Divisions Maintenance Group, one of America's leading managers of retail facilities maintenance, is seeking highly qualified plumbers to take on projects as a Provider to the nation's leading retail property owners. We're dedicated to performing services professionally, efficiently, and consistently for our customers' properties across the United States.

We have an immediate and on-going need to contract plumbers for rewarding project work at major retail facilities in your area.

<FirstName>, to learn more about Divisions contract plumber opportunity go to:  
<www.FirstLast.DivisionsProvider.com>

## WE NEED YOUR HELP!

For more information, visit  
<www.FirstLast.DivisionsProvider.com>  
to register your interest or call  
859.669.1024



300 Dave Cowens Dr.  
Newport, KY 41071

<FullName>  
<Address1>  
<Address2>  
<City> <ST> <Zip>

Postnet  
First-Class Mail  
U.S. Postage  
PAID  
Permit # 45  
Dayton OH

# READY TO APPLY? GREAT!

First, we'll just need some basic information.

Tell us how you got here \*

- I spoke with a Divisions Representative
- I'm responding to an ad
- I searched you online
- Other

Company Name \*

Address \*

DBA \*

Address 2

Phone \*

City \*

First Name \*

Last Name \*

State \*

Zip \*

Email Address \*


Website

Verify Email Address \*

Create Password \*

Verify Password \*

\* Indicates a required field

NEXT 

# YOUR SUMMARY

Profile

Service Types

I9 Compliance

Proof Upload !

W-9 Upload !

Please correct the following:

You must either upload your Proof of Workers Compensation, or select that you will upload it later

You must either upload your Proof of Liability Insurance, or select that you will upload it later

You must either upload your W-9, or select that you will upload it later

## Upload proof of Workers Compensation

SELECT FILE

I will upload my Workers Compensation later

## Upload proof of Liability Insurance

*You will need to call your insurance agent to name Divisions as additional insured.*

SELECT FILE

### List as Additional Insured:

Divisions Inc.  
One Riverfront Place  
300 Dave Cowens Drive - Suite 510  
Newport, KY 41071

[View Sample](#)

I will upload my Liability Insurance later

SAVE

By clicking "Save" I am agreeing to  
Divisions [Terms & Conditions](#).

APPROVE

## DECLINE JASON PITMAN

If you're sure you want to **Decline** Jason Pitman's registration, you can provide additional details as to why it was declined:

- There is an issue with the **Proof of Workers Compensation** file
- There is an issue with the **Proof of Liability Insurance** file
- There is an issue with the **W-9** file

Comments:

CANCEL

SUBMIT DECLINE

Registration Status in\_progress

Misc

DECLINE

APPROVE

How they found

City

Divisions Explain: Test

Agreed to I9 Agreement true

DBA

Primary Service Handyman

Secondary Service Electrical

File Uploads

Proof of Workers Compensation - No File -

Proof of Liability Insurance - No File -

W-9 - No File -

APPROVE

# Jason Pitman

**Note:** This user has already had their approved status set to: Approved. Changing their approval status will send another email to the user.

Profile	
<b>Name</b>	Jason Pitman
<b>Company</b>	Think Patented
Title	
<b>Address</b>	2490 CrossPointe Drive Miamisburg OH 45342
<b>Email</b>	jpitman@thinkpatented.com
<b>Phone</b>	9377766567
<b>Campaign</b>	Plumbers
<b>SIC</b>	17110201 (Septic System Construction)
<b>Registration Status</b>	in_progress

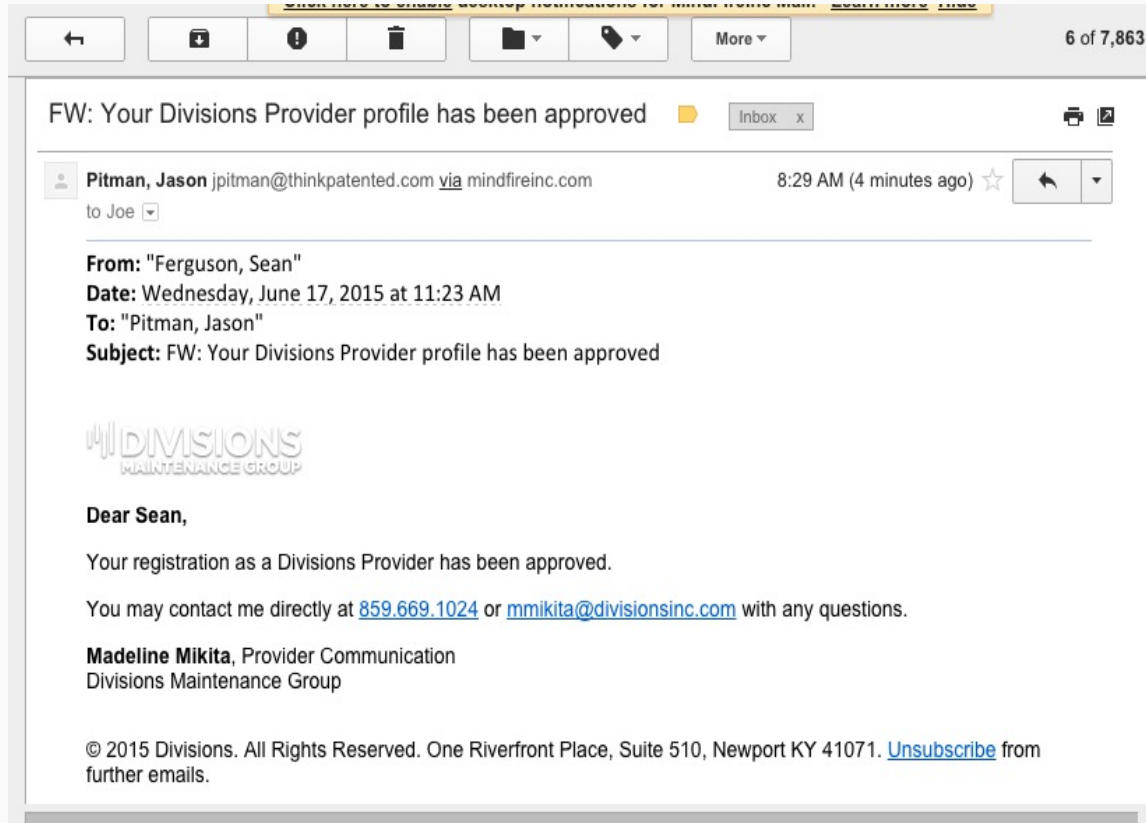
Misc

DECLINE

APPROVE



# Service Provider Approval Email





# New Application Submitted Notification

FW: A new lead has completed registration



Inbox x



 **Pitman, Jason** jpitman@thinkpatented.com [via](#) mindfireinc.com  
to Joe ▾

8:29 AM (8 minutes ago) ☆




---

**From:** "Ferguson, Sean"  
**Date:** Wednesday, June 17, 2015 at 11:23 AM  
**To:** "Pitman, Jason"  
**Subject:** FW: A new lead has completed registration

**Sean Ferguson has completed their profile and is ready to have their contracting information reviewed**

[Approve or Decline Sean Ferguson](#)


To see this Contact's history, [click here](#)

 Click here to [Reply](#) or [Forward](#)

# Still Time To Sign Up Notification

FW: There's still time Inbox x

---


 **Pitman, Jason** [jpitman@thinkpatented.com](mailto:jpitman@thinkpatented.com) via [mindfireinc.com](http://mindfireinc.com) 8:29 AM (8 minutes ago) ☆ ↶ ▾

to Joe ▾

---

**From:** "Ferguson, Sean"  
**Date:** Wednesday, June 17, 2015 at 11:22 AM  
**To:** "Pitman, Jason"  
**Subject:** FW: There's still time

---



**Dear Sean,**

Divisions still has just a few openings left for jobs in your area.

Please complete your registration at [SeanFerguson2490.divisionsprovider.com](http://SeanFerguson2490.divisionsprovider.com) with your user ID ([sferguson@thinkpatented.com](mailto:sferguson@thinkpatented.com)) as soon as possible to gain access to hundreds of service calls each year.

If there are any questions I can answer for you, please don't hesitate to contact me directly at [859.669.1024](tel:859.669.1024).

Not interested? Click [here](#) to be removed from future communications.

Thank you,  
**Madeline Mikita**, Provider Communication

# Bottomless Closet Appeal Program

Four Levels of Targeted Engagement

# GOAL

**Bottomless Closet** is a non-profit focused on being the connection that inspires and guides disadvantaged New York City women to enter the workforce and achieve success by providing access to business attire, career coaching and workshops. The organization sought to **increase overall giving, retain and upgrade existing donors, re-capture lapsed donors, and (increase brand awareness) to cultivate new donors.**

## SOLUTION

### PERSONALIZED PRINT + Mail <sup>360</sup>

- **PRINT personalization**
  - ▶ Relevant messaging differentiated by previous contribution, passion, or relationship with Bottomless Closet

### Mail <sup>360</sup>

**A robust digital platform that coordinates seamlessly with direct mail to increase campaign exposure**



## Print



# New Donor Engagement



#### Social Media Follow-Up



**2,226**  
Ad Displays

#### LEADMatch



**1,169**  
Leads



**0**  
Matches

## RESULTS

**18%** increase in total gifts/donor participation/engagement

**11.5%** increase in gifts (404 up to 450)

**1,169** total leads identified

**179** website click throughs (out of total X helpful to include?)

**1.3%** click through rate from social media

**65,847** views by potential donors

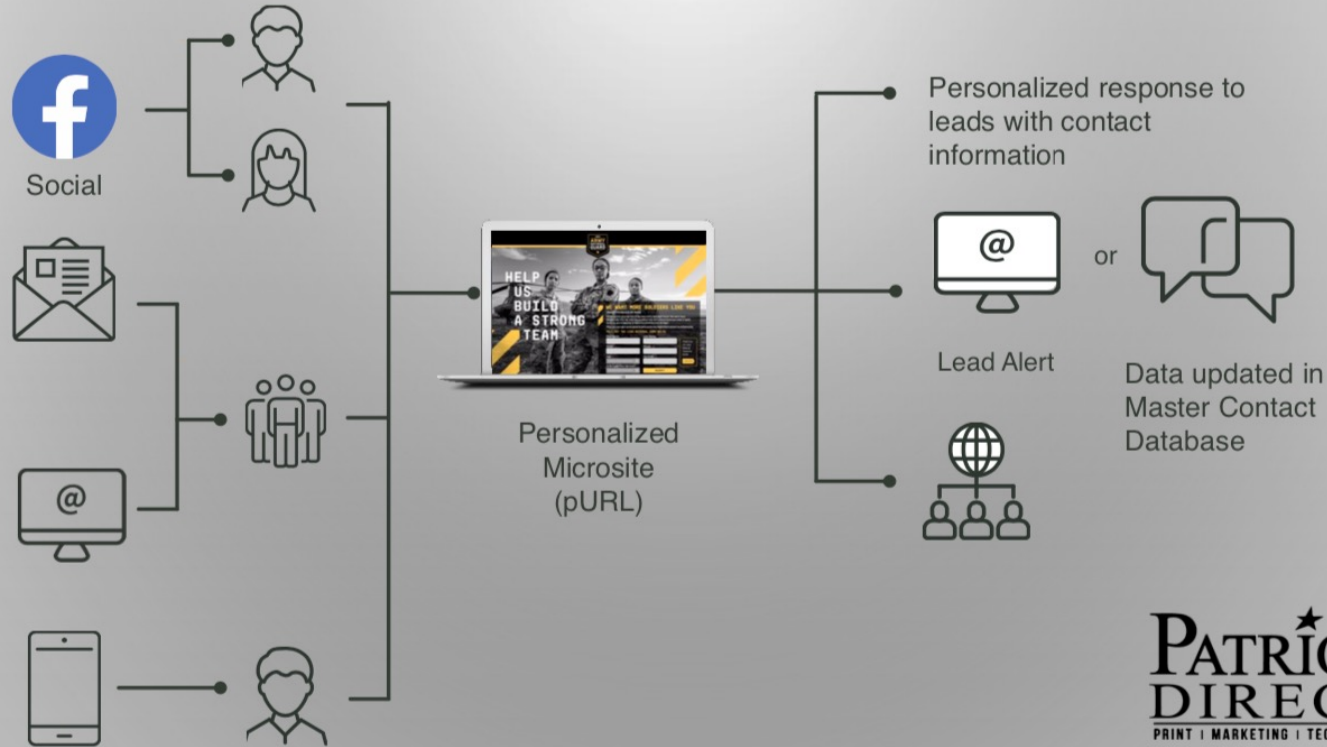
# Results Speak for Themselves



# National Guard Referral Campaign

World Class Program Delivers Results

The AMP delivers outbound media to drive Guardmembers to the campaign microsite to refer leads and learn more about lead referral incentives.



It Starts With OptiChannel and Referral Incentives





## LEAD GENERATION

Initial email, direct mail, and SMS sent to Guardmember to generate lead referrals



## RE-TARGETING

Target all contacts through multi-channel marketing to generate additional lead referrals

Lead Completes Contact Form



Automated Thank You email sent to Guardmember

Lead Notification sent to NCO

Automated email sent to lead

## LEAD NURTURING

A series of lead nurturing emails are sent out to all referred leads



It Takes More Than One Touch or Channel



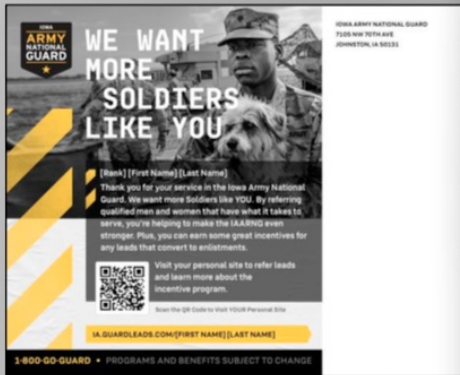


# Lead Generation via Multi-Channel Marketing



AMP delivers customized **one to one** messaging across multiple platforms to generate lead referrals.

- Direct Mail
- Social Media
- Email
- SMS Text



Messaging encourages lead referrals and promotes State-level Lead Referral Incentive Program.

PATRIOT DIRECT  
PRINT | MARKETING | TECHNOLOGY

# Lead Referral Tracking

All lead referrals are tracked by to the Guardmember that referred them, making it easy to track leads to enlistments.

**IOWA  
ARMY  
NATIONAL  
GUARD**

**THERE IS MORE  
THAN ONE WAY  
TO BE  
A GREAT SOLDIER**

[Rank] [First Name] [Last Name]  
**THANK YOU FOR REFERRING (LEADNAME).**

We are tracking all referrals, and if your lead turns into an enlistment you will be contacted to select your incentive items. Remember, the more enlistments from leads you refer, the better the incentives.

A recruiter will contact [Leadname] in the next few days. Meanwhile, [Leadname] will receive an email letting them know you referred them along with some information on the many benefits of serving in the Iowa Army National Guard.

**KNOW SOMEONE ELSE THAT WOULD  
MAKE A GREAT GUARD MEMBER?**

CLICK TO **REFER ANOTHER LEAD**

You can also share on social media or via email to friends and family members with your unique links below. If they fill out a lead form it will be tracked back to you.

Need more information about the incentive program? Click [HERE](#) to download the Lead Referral Incentive Guide.

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DIRECT**  
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## Lead Collection & Tracking

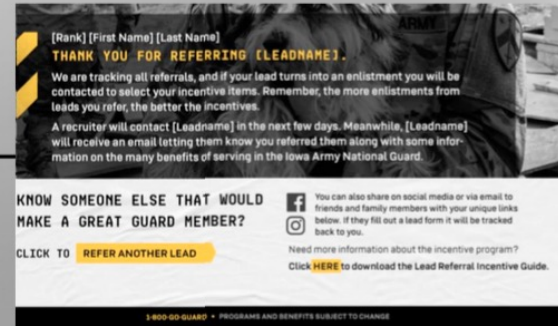


# Lead Referral Capture

The campaign microsite is used to capture lead referrals. The AMP tracks all lead referrals.



Guardmembers are provided with a personal lead referral link they can share with family and friends.



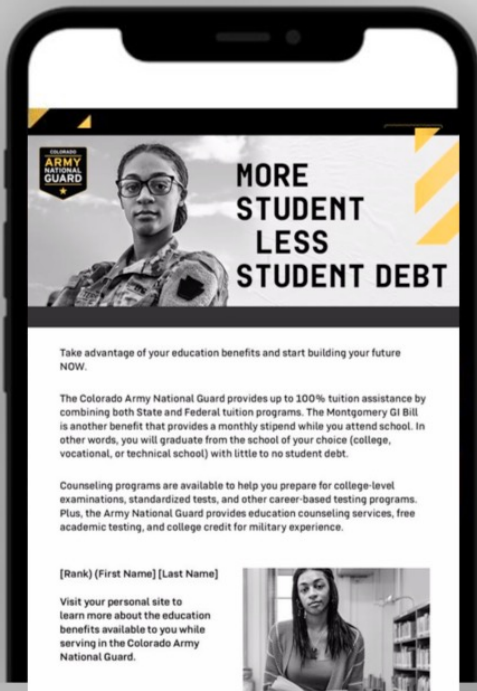
**PATRIOT  
DIRECT**  
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# Lead Referral Capture



# Lead Nurturing

Weekly emails are sent to all lead referrals to provide additional information on the benefits of serving in the Army National Guard.



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## You Must Lead Nurture in Today's World



# Fulfillment & Kitting

The Ability to Speed Delivery and Increase Your ROI





# Fulfillment & Sampling

New 47,000 sq. ft. State-of-the-Art Facility.

## Kit packing

You can rely on us for complete project management of complex kitting and distribution. Whether you need warehousing, response fulfillment, or international drop-shipping, we'll orchestrate the execution, tracking, and reporting of the process so you can breathe easy.



# One Stop Fulfillment, Distribution and POD Solutions

## Online inventory

### Capabilities

- Complete Online Inventory Management System
- Fulfillment and Distribution
- Warehousing
- Wireless Barcoding
- Drop Shipments

### Specifications

- Combined fulfillment and POD solutions
- Real-time inventory tracking
- National and international



# Summary and Wrap Up

Now More Than Ever



# Key Takeaways

- Leverage new, innovative solutions to drive improved results
- This will lead to increased conversions and new revenue
- In 2022, you have to leverage multiple channels and devices
- You can track and measure any campaign metric you would like, along with all conversion and ROI Results
- We can augment existing programs or build a new one, with all of the elements you need for improved results

# Questions?

# Next Steps?



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