

Fly NextPage[®]

*Campaign Overview
& Budget*



Winter 2018

Introduction

This ebook is a complete overview of NextPage's winter 2018 direct mail campaign, Fly NextPage. This campaign provided a rich marketing experience for the recipients that included interactive pieces, direct mail, email, social media, digital ad buys, and a social media contest. This book walks you through the entire campaign and provides readers with insight into creating a rich multi-channel experience.

Campaign Name: Fly NextPage

At NextPage, we sell multi-channel marketing campaigns that include direct mail, email, landing pages, social media, and paid ad placement. Campaigns promoting our company need to be on point with all the bells and whistles. Our goal is to help you “Make Your Campaigns Soar”. This multi-channel campaign demonstrates how to create an engaging multi-channel marketing experience.

The “Fly NextPage Campaign Overview” walks you through the entire campaign:

- Target audience
- Campaign Strategy
- Campaign budget (what a client might spend on such a campaign)
- Print production specifications, photos and notes
- Social media strategy and efforts
- All creative

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Fly with NextPage campaign strategy session

CHAPTER 1:

The Campaign Strategy

At NextPage we talk to a lot of marketers. One thing is clear – every marketer knows the value of multi-channel marketing, but they also realize the work that goes into a rich campaign. The challenge for so many marketers is too often, they are starting with a blank slate. We felt that if we could demonstrate an engaging campaign AND provide a blueprint from which to work, marketers may be able to replicate the multi-channel experience.

In creating this campaign, we had a number of goals:

- Demonstrate a rich multi-channel marketing campaign experience
- Demonstrate variable data printing
- Show off an engaging envelope fully manufactured at NextPage
- Create an interactive mail piece
- Start conversations

The Target Audience

We targeted 1650 recipients broken into two groups of clients; end-user clients and agency clients. The two groups are both very important to NextPage, for different reasons. Agency clients are interested in how NextPage can assist with the manufacturing and execution of the campaign, and end user clients are interested in the “why” and “how” of a multi-channel campaign.

We extracted and manually reviewed the data from our CRM system. Each Account Executive personally reviewed the list of accounts and contacts at the various organizations to ensure we had the right people selected that aligned with the campaign personas. We put the data through a cleaning process. Our goal as always is accurate information on all of our mail pieces.

Multi-Channel Experience

As marketers, we know creating an engaging experience for our target audience helps ensure we get and keep their attention. With all the devices, channels, and manners by which content is consumed we must engage people where they interact. We wanted to make sure our campaign was “more than print” and that it touched all the channels consumed by our recipients.

While we would like to think the direct mail effort was pretty easy, it took a lot of thought. We wanted a direct mail piece that truly engaged the recipient and would force the reader to open the package. And, like most printers, when we get new equipment we want to show it off. One of our new pieces of equipment is an envelope converter which, along with our state-of-the-art printing presses, allows us to 100% manufacture eye-catching highly designed envelopes all within our facility. That is a big deal to a lot of our customers.

Once our recipients are engaged with the envelope, then what? We needed to make sure the content of the envelope was even more engaging, because we were not only going to ask them to examine the contents, but to assemble pieces, participate in a contest using the pieces, post their results through social media and hopefully follow

the conversation. A pretty tall order in today's busy world. We knew not only would the pieces need to be well designed (4 different paper airplane designs with unique graphics), but customized (the planes were personalized to the recipient with their names on each as a "pilot") and fun (different plane styles and suggestions for flying). We also needed an incentive, which was a \$500 Southwest® gift card for one recipient that posted the best video of their plane flying, racing, crashing or flown in an unusual setting.

Fun and uniqueness have always been hallmarks of what trends on social media, and our contention here is that the amount of impressions and interest generated by the videos would more than offset the airline voucher cost.



Graphic design layout for the die cut airplane

CHAPTER 2:

The Creative Process

We started by assembling a team that included a writer/marketing strategist, two graphic designers, and a print production specialist. During the first meeting, they reviewed the goals of the campaign and outlined all the possible components we wanted to include. The team then went to work.

We see many campaigns, and too often, the offer is completely missing or blasé, which was something we wanted to avoid. We needed an offer to achieve interaction with the campaign, “rich enough” to entice recipients to take time with the package and create a video to post to their social media accounts. We landed on the \$500 Southwest Airlines gift card.

The initial list of components was significant and as the package came together, we added some and removed others. We needed to ensure the cohesiveness of the campaign wasn't sacrificed.

Among the components we identified necessary for the campaign are:

- Carrier Envelope
- One Die Cut Airplane (with assembly instructions)
- Multiple Folded Paper Airplanes (with assembly instructions)
- Letter on Letterhead
- Contest Overview with Rules
- Production Notes for the Entire Mail Package
- Landing Page
- Creation Slideshow
- Video of NextPage Staff Flying Airplanes to Post Online
- Pre-Campaign Email
- Post-Campaign Email
- Social Media Posts
- Campaign Overview Book

We started by designing the physical characteristics of the airplanes and the envelope. We saw these two items being the most critical. The airplanes needed to be aerodynamic and the envelope needed to carry the components of the package while enticing the reader to open the package.

Once the physical characteristics were narrowed down, our designers started creating visual concepts while our writer/marketing strategist started assembling the copy components.

The team met weekly to gauge the progress and together help one another overcome various obstacles. Many items were being created concurrently (airplanes, landing page, envelope, contest with rules, letter, emails), while others would need to be created as the campaign was coming together and completed (slideshow, video, social posts). With so many moving parts we maintained a tight project management process to ensure we didn't miss anything.



Digital prep work for printing the die cut airplane on the Komori G40P

CHAPTER 3: The Production Process

NextPage has built an impressive state of the art print production plant. While many print service providers use some great outside vendors, we take pride in being able to complete a complex package all under one roof.

Print Production

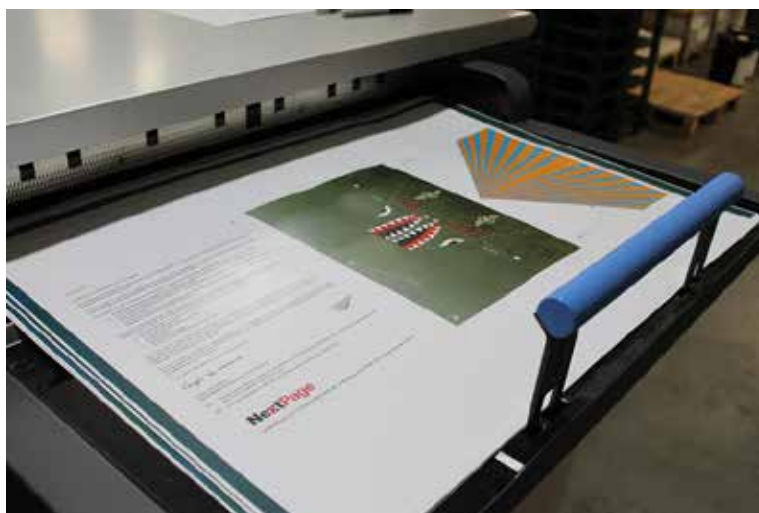
Stock was carefully chosen for its environmental and run ability characteristics. We selected the Verso Sterling Premium line, delivering the highest standard of premium quality and performance. It is a 96 bright, blue-white stock, produced in an eco-friendly manner. This sheet carries chain-of-custody fiber certifications through FSC, SFI and PEFC. The line provides options in various finishes including gloss, dull/silk, and matte. We used all three finishes in our package to further engage the recipient.

Two different printing presses were used; our Komori Lithrone 8 Color HUV press and our HP Indigo 12000 press. That means two different print methodologies and ink

formulations. We followed Gracol 7 process controls to ensure color matched between the two presses.

Bindery/Finishing

Following print production, the envelopes were die-cut on our letterpresses, folded and glued using our W+D Envelope Converter. Then



Printing the paper airplanes and letters on the HP Indigo 12000

the letter with personalized airplanes was trimmed and folded. Keep in mind as pieces came off the HP 12000 Indigo, our team had to ensure they stayed in mail sort order as they were trimmed and folded – no small feat.

Mail Preparation

Once all the pieces were printed, we began assembling the pieces and mailing. We used our intelligent inserters to match the personalized letters, airplanes and addressed envelopes. The system allows us to know the right letter was matched to the right airplanes and inserted into the right envelope. Very little is more disconcerting that “Mary” receiving a mail package with “Bob’s” letter in it and her airplanes showing “Steve’s” name all over them.

Releasing our Campaign to the US Post Office

NextPage is pleased to partner with the Postal Service on a daily basis. The Postal Service even comes to our plant every day to verify mail on our shop floor. This ensures we are taking advantage of every opportunity for savings and speed for not just our own mailing, but that of our clients. For nearly 30 years we have seen the Postal Services as a trusted ally for our clients and our organization.

CHAPTER 4:

The Digital Deployment Process

PreDelivery Email

When we processed our mail package we applied “MailTrack” through the USPS. This allows us to see the mail as it moves through the mail stream. When our pieces were headed to the delivery units we sent an email to those targeted recipients we had email addresses for. The email encouraged them to keep their eyes peeled for an engaging direct mail packaging from us with a chance to win that \$500 Southwest Airlines Gift Card.



Social Media

At the time we deposited the mail with the USPS we also launched our social media campaign posting on Facebook, Twitter, and Instagram.

The campaign included:

- Videos of our team flying airplanes
- Daily posts / reminders to our followers
- Daily monitoring for activity
- Daily re-posts, sharing, and comments
- Monitoring of web traffic from social media to our landing page
- Additional email touch points
- Mid-Campaign email sent two weeks following delivery of the mail piece
- Contest ending soon email sent one week prior to the end of the contest
- Follow up email announcing the winner
- Social media posts announcing the winner
- Posts related to the approaching end of the contest



CHAPTER 5: Tracking/Results

A marketing campaign is only as good as the results you achieve. The Fly NextPage campaign was structured to meet a variety of goals; our goal didn't include a monetary transaction or a trackable conversion through a form. In our world, no one wants to do a campaign just because we sent them a great offer. This campaign was designed to create awareness for the multi-channel opportunities available from NextPage, and to demonstrate some fun and interesting printing capabilities.

In this regard, we feel this campaign was a great success. Some of our stats:

- 295 packages were mailed to advertising agency staff, with personalized messages to each recipient. Multiple people in the agency received differing packages – that is they got different airplane designs.
- 1,347 packages were mailed to business owners and marketing staff, with personalized messages to each recipient.
- 3,015 emails were sent, with a 21% open rate and a 3.22% click rate.
- We had 5 great video submissions, with 34 likes, 8 shares and 1 retweet.
- Our Facebook custom audience ad reached 440 people serving 2,094 impressions and 11 post engagements.

Overall the campaign resulted in great conversations with our clients which is always a win for our sales team. In the future, instead of a video, we will encourage people to post a photo and tag the campaign. Reality is creating a video takes thought and time. By requesting just a photo, we will make it easier on our target audience to engage with the content.



CHAPTER 6:

Budgeting

When creative thinkers, or marketing directors receive an engaging mail piece like this, it isn't unusual for us to receive the question, "What would it cost me to do this?" We wanted to head this question off at the pass.

There are several cost components for consideration:

- Creative strategy, copywriting and graphic design
- Data acquisition / processing
- Prototyping
- Print production & mail preparation
- Postage
- Social Media Engagement
- Reporting

Granted most of these items were handled by NextPage staff. The budget we have included below should be used as a guide. If you choose to take on a campaign like this, it is important that you set a realistic budget for your organization. We are happy to work with you to create a campaign that meets that budget.

Budget Item	Time	Budget Retail Cost
Creative strategy, copywriting, and graphic design	50-100 hours	\$5,000-\$10,000
Data acquisition		\$500 per 1,000 records
Data processing	4-6 hours	\$500-\$750
Prototyping		\$500-\$750
Print production/Mail preparation		2500 qty. - \$4.36 per piece 4,000 qty. - \$3.07 per piece 5,000 qty. - \$2.75 per piece
First Class Postage		\$0.70 per piece
Marketing Mail Class		\$.030 per piece
Social Media Engagement	10-20 hours	\$1,000-\$2500
Reporting	4-6 hours	\$500-\$750

Keep in mind; since NextPage essentially used our own staff and equipment to do this work, we spared no expense related to print production or time. In setting your budget we may determine you don't need as many components to the campaign, or perhaps you have other resources to do the data work. Or, we may determine a different stock is appropriate for your efforts. What's important is determining a specific budget in order to achieve specific results.



Conclusion

Every good marketing campaign begins with strategy. Too often we have clients whose only strategy is to “do a mailing”. Our goal is to help them work through all the elements and opportunities to create engagement and reach very real financial goals.

Direct mail is an amazing tool for engaging your target audience. And, when you are able to create an engaging multi-channel campaign that goes beyond the printed page you are able to speak to your consumer in a manner s/he desires.

Know, that NextPage is here to help.

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More Than Print

If you would like help creating and implementing a direct mail campaign, contact NextPage for complete direct mail services; from database management and personalization to variable data printing and mailing services.

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