

MSI

AN INTRODUCTION

MSI has been in the mailing equipment and mailing services business for three generations, partnering with clients in their Direct Mail Marketing campaigns. We have helped advance the revolution in direct mail technology that now allows organizations to precisely target their customers. Our Mission Statement, "Passionately obsessed with our Customers' Success," embodies one of MSI's core principles: "Apply the highest standards of excellence to all aspects of customer service – design, print, and mailing services used in the production of all projects."

Please ask for our two companion brochures:

MSI GUIDE TO DIRECT MAIL MARKETING A ONE STOP SHOP

MSI GUIDE TO DIRECT MAIL MARKETING ART, MATH & SCIENCE

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MSI GUIDE TO DIRECT MAIL MARKETING

VARIABLE DATA PRINTING



Use Personalization to increase Your Return On Investment

- ✓ DIRECT ORDERS
- ✓ LEAD GENERATION
- ✓ TRAFFIC GENERATION
- ✓ CUSTOMER LOYALTY



VARIABLE DATA PRINTING



"Printing with a combination of variable text and images, driven by records in a database."

The more **RELEVANT** your message is to each customer, the higher the response rate will be for each marketing campaign.

As your response rates increase, so will the **RETURN ON INVESTMENT (ROI)** for your marketing programs.

LEVELS OF PERSONALIZATION

DECIDE HOW PERSONAL YOU WANT TO GET

4. STATIC:

Massed produced message received by every customer, regardless of their relationship or profitability.

3. PERSONALIZED:

Static marketing message along with customer's name and address.

2. VERSIONED:

Static messages segmented by demographic or other definable attributes of your customers.

1. FULLY CUSTOMIZED (OPTIMUM LEVEL):

Fully customized content highly **RELEVANT** to a specific individual - including graphics and text.

MSI offers a **ONE-STOP** direct mail marketing service that takes your project from concept to completion. We help you every step of the way to ensure that your direct mail campaign is a success. This comprehensive approach to direct mail is what sets us apart from our competition.



DIGITAL PRINTING THE RIGHT MEDIUM FOR THE JOB

INCREASE EFFECTIVENESS:

Digital technology makes documents into more effective business tools. It allows the use of data-driven relevant elements that motivate the recipient to take action.

DECREASE COST "PRINT ON DEMAND"

Costs are decreased by delivering print with greater efficiency via automated work flows, and also through the elimination of waste caused by obsolete collateral.



CUSTOMIZED DIRECT MARKETING

Increase Your Market Share
Using Variable Data Printing
In These Areas

DIRECT ORDER

Marketing communications specifically designed to solicit and close a sale.

LEAD GENERATION

Marketing communications that are designed to generate interest in a product or service and provide the prospective buyer with a means to request and receive additional information.

TRAFFIC GENERATION

Marketing communications that are designed to motivate the prospective buyer to visit a store, restaurant, or business establishment to buy an advertised product or service.

LOYALTY/RELATIONSHIP

Customer-oriented communications designed to increase the satisfaction of the customer with the product or service and thereby strengthen customer relationships and encourage retention.