

JHL Digital Direct puts the power of Cross Media Marketing to work for you.

We combine our twenty five years of data management, variable data printing and mailing experience with state of the art cross media technology to provide you with a powerful and highly effective marketing tool.



Our Cross Media Services Include:

MAILING LISTS

Our staff of data experts can work with your existing mailing list or we can provide a mailing list that matches your target demographics. We can also identify and pull key demographic information from your customer database to create a highly targeted mailing list.



CREATIVE SERVICES

We provide any and all services needed to take your ideas from rough concept to fully developed marketing campaign. The theme of your campaign is carried through on each touch point, and we provide creative personalization to grab each recipient's attention!

PRINTING

Our versatile digital press produces customized, variable data mail pieces in full, vibrant color. We can provide a wide range of formats and coatings for a distinctive look.

PERSONALIZED LANDING PAGE

We build a personalized landing page for each recipient that graphically echoes the direct mail piece. This allows you to capture valuable data that can be used for follow up marketing efforts.

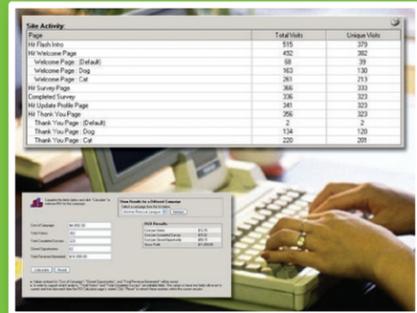


EMAILS

Each person that visits their Personalized Landing Page receives a thank you email from your company. We design the email to your specifications, maintaining graphical integrity throughout.

MAILING

We use our 25 years of mailing expertise and our state of the art presort software to ensure your mail piece qualifies for the lowest postage rate possible.



CAMPAIGN TRACKING

Our campaign tracking software enables you to monitor the results of your campaign and alert you to PURL traffic in real time.

POST CAMPAIGN ANALYSIS

When the campaign is completed we help you analyze the results for follow-up and future marketing efforts.



Data-driven Relevant Cross Media Marketing.

Pennies from Heaven...



Everything else comes from partnering with us.

PRSR1 STD
US POSTAGE PAID
STEVENS POINT, WI
PERMIT #56

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Cross Media Marketing is a marketing plan combining direct mail, the internet, and email into one powerful system that tallies valuable customer data and provides quantifiable results you can bank on.

To learn more and to register for a chance to win a **FREE** Cross Media Marketing Campaign **PLEASE VISIT:** www.jhldd.com/James.Felhofer

Does your marketing program add to your bottom line?

Would you like to increase your response rate? Do you need better campaign tracking?

What if you could capture valuable customer data that you can use *instantly*, to focus your marketing message and increase your sales opportunities?

Cross Media Marketing can do all of this with a solution that combines direct mail, the internet, and email into one powerful marketing tool.

And, it provides real time campaign reporting so the results are measurable.

Here's how Cross Media Marketing works - in 4 simple steps:



When you partner with JHL Digital Direct we guide you through the entire Cross Media Campaign, starting off with identifying your exact needs and providing you with a detailed solution for how JHLDD can help you reach your goals. Our seasoned creative staff provides concept, design and copywriting services that transform your ideas into a fully developed cross media marketing campaign. Our services include all creative—personalized to increase the impact.

An opening “touch” with a letter, email or simple post card, identifying your solution to your prospects’ problem is created, then executed by JHL’s expert mail professionals. This initial contact directs them to their personalized landing page (PURL) where they can provide you with usable data and interact with a customized web experience, resulting in an immediate relationship between you and each individual prospective client.

Upon visiting their PURL, an online tracking tool, or “dashboard,” tabulates all the data you receive in real time. Responding to your target with a thank you email that reinforces your solution, the dashboard can also alert your staff through an informational email that you have a pre-qualified, potential client. It also tracks all the gathered data so that marketing adjustments can be made on-the-fly.

Throughout your cross media campaign, JHL works to help you understand and use the captured data. Focused marketing efforts can be better realized to further increase customer response through added direct mail or email contact. When the campaign is over, JHL will sit down with you to analyze and interpret the response data – helping you better prepare for future sales and marketing efforts.

JHL Digital Direct will help you shake the hand of every individual you're trying to reach.

