

Personalized cross-media campaign increases response rates by 303%.



Best-of-the-Best Contest

Xerox Premier Partners Global Network



Salem College Shines 09 Campaign, Direct Marketing

Keiger Direct

Established in 2005, Keiger Direct is an operating division of North Carolina-based Keiger Printing Company specializing in personalized marketing materials and multimedia campaigns. As it became clear that personalization and variable data printing represented an important area of growth within the printing industry, Keiger decided to take advantage of these trends by creating a stand-alone division dedicated to customized applications.

Keiger Direct primarily works in the business-to-business sector serving clients in the higher education, healthcare and financial services industries, but is beginning to break into the business-to-consumer market as well.

On the web:

www.keigerdirect.com

The challenge

Salem College, the oldest continually operating women's college in the United States, had traditionally relied on static mailers and brochures to drum up interest among prospective students, with phone calls, e-mails and business reply cards the only means of tracking the results. Their admissions office was ready for a different, more modern approach. Their goal was to reduce their budget by 20 percent while increasing interest and future enrollment with Salem College's first-ever cross-media campaign. To put the plan in action, they turned to personalized marketing specialist Keiger Direct and their LYNX•Unlimited product.

The solution

Keiger Direct put together an expansive campaign incorporating mailers, postcards, brochures, e-mails, personalized URLs and a YouTube video. It began with a personalized 9" x 6" mailer directing 80,000 high school juniors and seniors to a personalized URL, followed by a personalized brochure mailed to any individual who visited their site. Those who answered the survey questions received a version customized according to their intended major, an additional interest and their ethnicity (562 possible combinations), while those who didn't complete the survey received a default version.

Responses were compiled daily and each component was printed on a Xerox® iGen4™ Press driven by a CX Print Server, powered by Creo®. The pieces were then sent through a Heidelberg Cutter, Morgana Creaser and MBO Folder for finishing before being mailed the next day. The campaign concluded with a personal e-mail from their prospective counselor, two non-responder e-mails and a brochure customized with a sticky note directing them to their personalized URL, along with a postcard providing details on how to sign up for Spring Visit, an annual overnight tour.

The benefits

Keiger Direct's cross-media campaign helped Salem College decrease their mailing quantity by 20 percent while increasing response rates by a whopping 303 percent. Their Spring Visit attendance also increased by 46 percent, from 37 girls in 2008 to 54 in 2009. All while keeping within their budget reduction goals.

The campaign also led to increased print volumes and revenue for Keiger Direct, and a closer relationship with Salem College. The client was so astounded by the results that they're looking to do even more in 2010, which will mean even higher volumes and revenue moving forward.

Along with plenty of attention and positive feedback generated with this campaign, Keiger Direct is also featuring it in their LYNX•Unlimited product brochure to show that variable printing is more than tagging a person's name to a postcard. Once prospective customers realize the depth of the relevant, data-driven messaging, they realize the potential of the approach and how they could use it in their line of business.

