

# Customer Magazine Creates Awareness – and Business – for esmark finch ltd.

esmark finch ltd.



## “esmark finch Quarterly Magazine”

Best-of-the-Best Award Winner – Self-Promotion  
Xerox Premier Partners Global Network

esmark finch is a digital solutions provider specialising in packaging, creative design, print, point-of-sale material, fulfilment and online services. The company has its headquarters at a state-of-the-art facility in Dublin, Ireland.

[esmarkfinch.ie](http://esmarkfinch.ie)

“Creating and nurturing relationships with your customers is a critical part of growing a successful business, especially during these times of global markets and automation and innovation.”

– John Mullane, CEO

## esmark finch ltd. – “esmark finch Quarterly Magazine”

To promote its innovative business among customers and prospects, esmark finch launched a quarterly magazine promoting its rapidly evolving offerings, and sharing tips and marketing campaigns its customers could use. *Digital Innovation* magazine is successful on multiple levels, strengthening customer relationships, creating awareness of esmark finch services and driving revenue.

### Challenge

As an innovative and rapidly evolving digital solutions company, esmark finch recognised a need to boost awareness of its breadth of knowledge and state-of-the-art technologies among its customers and prospects. To meet that need, the company launched a quarterly magazine in 2015 targeting its customer base with relevant, educational content that businesses find valuable and that often highlights the firm’s capabilities. The goal: strengthen customer relationships and lead readers to consider esmark finch for additional services. From a marketing perspective, the magazine also gives the company an opportunity to focus content on market sectors where it wants to increase its business.

### Solution

The quarterly *Digital Innovation* magazine made its debut in first quarter 2015 with written contributions from esmark finch’s marketing and sales teams, and featuring design and layout by the firm’s creative studio. Content has included features on esmark finch services and products, marketing ideas and tutorials, and client testimonials. Each issue is printed on a Xerox® iGen4® Press with Xerox® FreeFlow® Print Server, output on 170g Qdi Silk paper and finished on a Duplo® Booklet Maker. The printed magazine is distributed to a targeted list of customers, and a PDF is posted for downloading from the company’s website.

### Results

The *Digital Innovation* magazine is achieving its objectives for creating awareness and driving business. A number of clients have adopted marketing techniques showcased in the magazine. These are evidenced by increased orders of esmark finch self-promotional keyboard calendars following coverage in the first issue, and of the personalised pen pot promotional product, following an article on the firm’s customer event on packaging, which showcased the pen pot. Packaging inquiries also increased after that article’s publication. To measure the magazine’s success, esmark finch tracked activities of all customers who received the magazine against key performance indicators.

**Among the 2015 results:** customers who received the magazine placed business worth over €75,000.