

Building Customer Relationships, With the Scan of the Printed Piece

Get your small business customers noticed with digitally printed postcards — the smart, cost-effective way to start new conversations with consumers. Print once, scan often for fresh updates, the priceless printed piece that keeps on giving.

Digital printing can help small businesses stand out in brand-to-consumer interactions by:

STARTING A CONVERSATION

Turn postcards into interactive marketing tools that engage customers on a deeper level and win more business. Through full control over the print space, you can collect customer details and get to know potential ones.

INCREASING CONSUMER LOYALTY

Boost customer loyalty with high quality versatile print-once postcards that offer continuous value. With each QR code scan, you can provide the latest offers and promotions to encourage repeat visits, while the business gathers valuable insights. It's a win-win for everyone.

DEVELOPING A NEW LINE OF REVENUE

Offer complete omni-channel experiences with print and digital touchpoints. Additional channels — like email and SMS — help measure the effectiveness of campaigns and expand business reach.

CREATING ONGOING CUSTOMER CAMPAIGNS

Surprise and delight customers with birthday specials, holiday programs, and more. XMPie® offers an easy way to gather information and generate relevant, nurture-style marketing communication. Automation makes these campaigns easy to create and measure.

WEBSTER'S JOE OBBIE FARMERS' MARKET POSTCARD CAMPAIGN

Webster's Farmers' Market promotional postcards give this business a way to engage with customers. By providing a strong incentive to attend the market venues and visit local farmers and artisans for weekly product deals and freebies that customers can use immediately, the business is able to gather customer information, start a conversation and begin to build a profitable relationship.



1. A QR code on the postcard is an easy way to view the market activities and show unique vendor coupons.

BRAND-TO-CONSUMER
MULTI-CHANNEL
INTERACTION. TURN
PRINT INTO AN ACTIVE
MARKETING TOOL.



2. Use a mobile-friendly website to capture customer information.

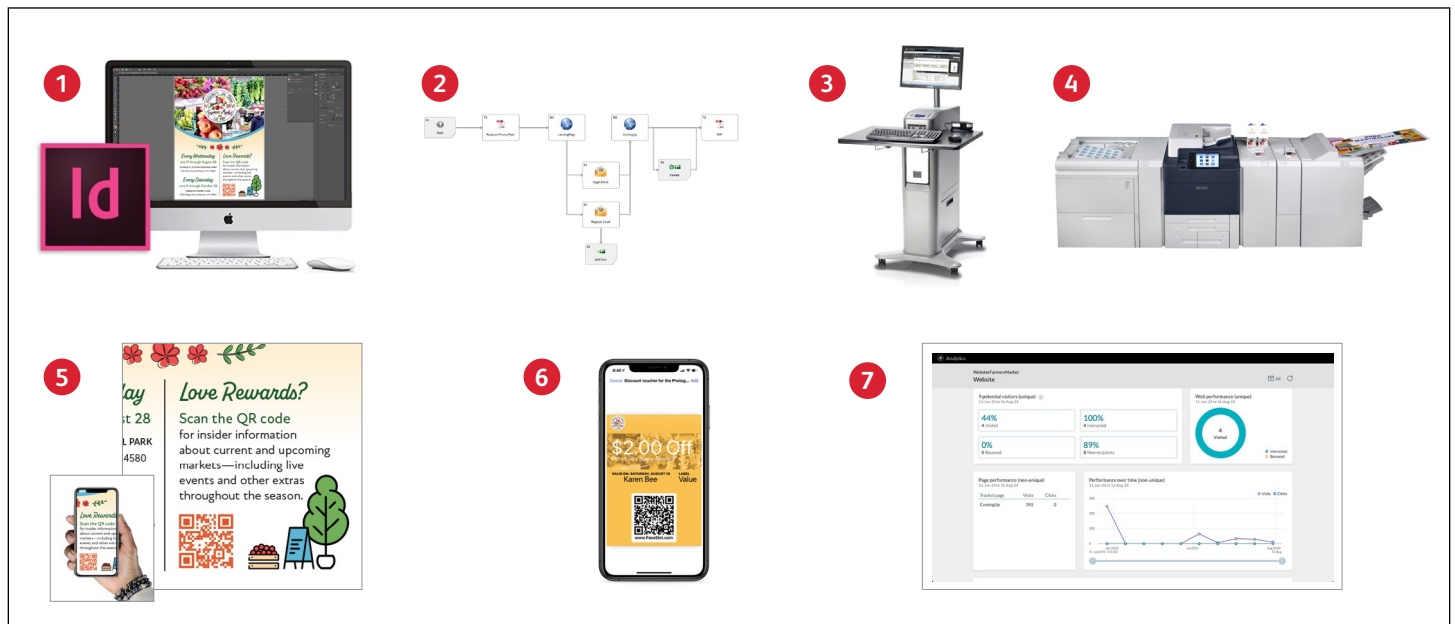


3. Foster customer loyalty using a personalized coupon.

See How the Webster's Joe Obbie Farmers' Market Postcard Campaign was Created Xerox® PrimeLink® C9200 Printer Series with XMPie® PersonalEffect® TransMedia

Elevate the conversation with your small business customers by helping them get more out of their marketing spend with multi-channel marketing solutions, powered by Xerox.

As a small business, Webster's Farmers' Market understands that attracting new customers is essential. Offering an on-demand incentive on their promotional postcards can spark a new relationship and builds continuous customer patronage.



- 1 Design assets natively in Adobe® InDesign® by creatively adding custom brand assets and colors and saving the file as industry standard PDF file for high quality color printing on the Xerox PrimeLink C9200 Series Printer.
- 2 Building the interactive and personalized website with XMPie® PersonalEffect® TransMedia and XMPie Circle ensures a consistent experience for every customer that enters the campaign, with full contact tracking and analytics, giving Joe Obbie's Market Team full visibility into their growing customer base.
- 3 Use Xerox® FreeFlow® Core to prepare the imposition of the postcard and print the postcards on the Xerox PrimeLink C9200 Series Printer.
- 4 Experience top-notch luxury postcards printed with the Xerox® PrimeLink® C9200 Printer, using LED Array technology, patented Xerox® HD EA Toner, tight two-sided registration and 2400x2400 dpi printing for high end quality cards.
- 5 A QR Code on the postcard leads to a mobile-friendly website so that customers can start a conversation wherever they are.
- 6 To incentivize return visits to the farmers market, customers scan the QR Code to access the latest market highlights and claim their complimentary product that includes special discounts from our local vendors.
- 7 As the consumer-brand relationship evolves, service providers can offer reporting and metrics to owners to adjust campaigns and print designs, enhancing customer loyalty and still acquiring new relationships.

For more information, visit xerox.com/primelink.

See a demo of this process at xmpie.com/kiosk.