

The 5 Essential Tools for VDP



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Marketing Solutions with
A Touch of Magic!

- Member of PODi, the Digital Printing Initiative

Mission Statement

Deliver high value integrated multi-channel marketing and communication solutions focused on accelerating customer growth, while creating an inspirational environment for innovation!



MagiComm provides...

- Consulting and Project Services
 - Marketing
 - Product Launches & Business Development
 - Creative Programs and Campaigns
 - Integrated, Web and Print
 - Technical Development Resources
 - Custom Applications
 - Interactive Media
 - Database Management
 - Leads, Lists, & Assets
 - Analysis, Normalization, & Reporting

What are the 5 tools...

- Marketing Mentality
- Layout tools that do not have to be imported into a VDP system
 - Let the designers use the tools they are used to
- Testing Methodology
- Tracking and Reporting Capability
- Analytical Skills

Marketing Mentality

- The digital press is a marketing tool, not a production tool!
- Understand how to determine the requirements of the customer
- Have a long term vision
- Ability to scope market requirements

Layout Tools

- Strongly believe that you need to base the system on ONE composition engine.
- Need to keep the “Creatives” using the tools they are accustomed to
 - Enhances acceptance
 - Shortens learning curves

Testing Methodology

- Longest name, shortest name, no name
 - Text wrapping
- Logic test
- Printing test
 - Accuracy
 - Color
- Offer test
- Demographic/list test

Tracking and Reporting

- Use of web portal
 - Customer provided access
- Real time tracking of results
 - Email opens
 - Email forwarding
 - Web site access
 - Leads
 - Revenue

Analytical Skills

- Defining the goals of the campaign
 - Is it realistic?
- Is the content relevant enough?
 - Eye catching graphics
 - Compelling text
 - “Short and Sweet”
- Was the list right?
- Quality and appropriateness of offer
- How can it be improved?
- What did not work and why?



Thank you for your time
and attention

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