



Value means creating

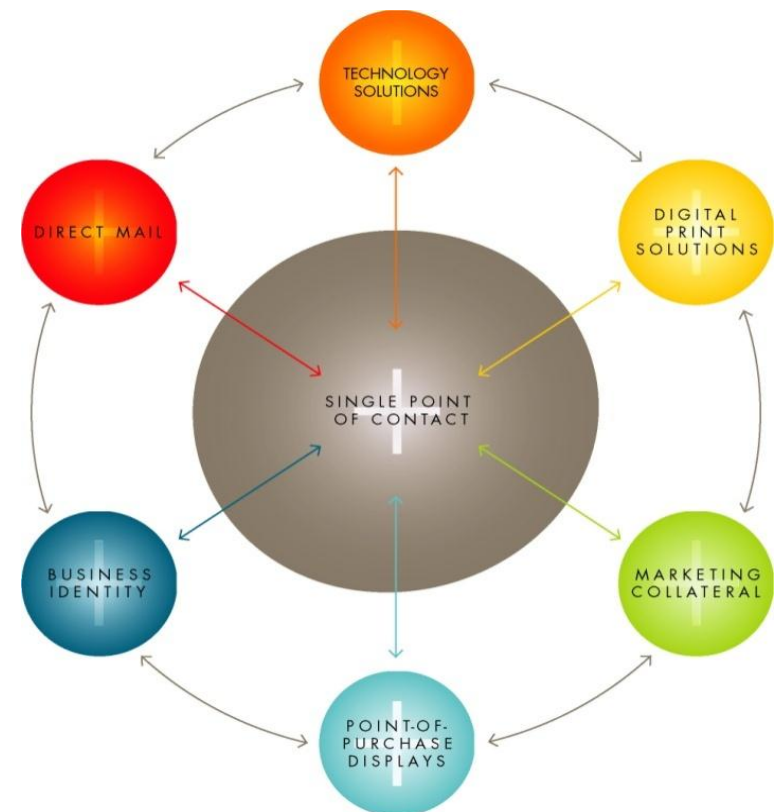
Infinite Possibilities

Cross-Media Marketing



Who Is Consolidated Graphics?

- 70 facilities throughout North America, Europe, and Asia.
 - Local service. International resources.
- Digital Focus
 - Five Digital Print Centers
- WorkSmart Suite Technology Solutions



WorkSmart Suite

WorkSmart Suite™
connects you with customers,
streamlines processes and organizes
your marketing assets for lasting value.



Web2Print

Streamline
WorkSmart Suite



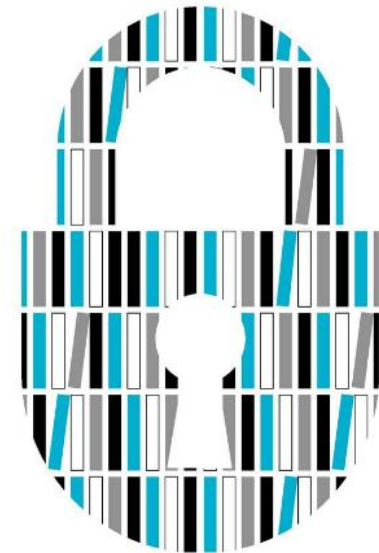
Cross Media

Connect
WorkSmart Suite



Digital Asset
Management

Organize
WorkSmart Suite



Cross Media- What is it?

Cross-media publishing *is the ability to **communicate** with consumers **across** print and digital media **channels** with consistent messages that are relevant to the individual recipient.* –XM Pie

- Print and Digital Media
 - Direct Mail
 - Personalized URLs [PURLs]
 - E-mail
 - Text Messages
 - Social Media

The rapid growth of digital technology and the degree of interconnectivity it has enabled has dramatically changed the reach and nature of cross-media communications. -Drew Davidson
Carnegie Mellon University

- Two Way Communication



Cross Media- Campaign Types

Figures based on Response Rate Report via PODI

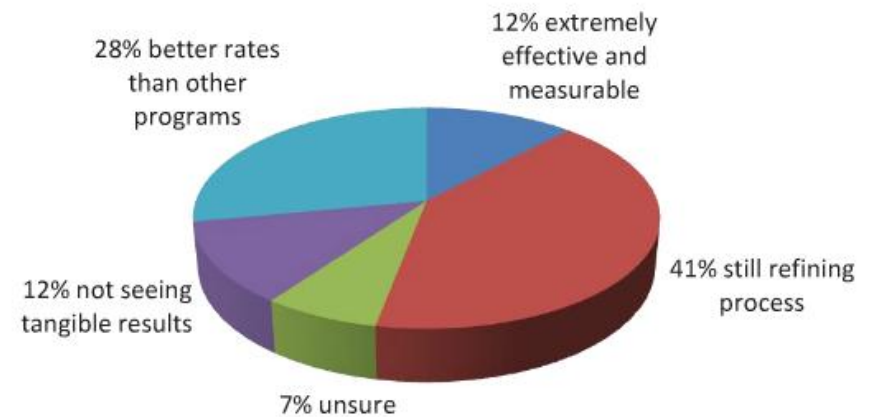
- Lead Generation
 - Generate interest in a product or service and provide the prospective buyer with a means to request additional information.
 - 11% PURL visit rate & overall 8.2% mean response rate vs. 3.4% mean response for static campaign
- Direct Order (Includes Fundraising)
 - Solicit and close a sale or transaction.
 - 13% PURL visit rate & overall 9.8% mean response rate vs. 2.3% mean response rate for static campaign
- Traffic Generation
 - Motivate recipient to visit a business, event, tradeshow, conference, or seminar.
 - 21.8% PURL visit rate & overall 18.5% mean response rate vs. 2.6% mean response rate for static campaign
- Data Gathering
 - Collect information. Often participation is encouraged by an incentive.
 - 19.6% PURL visit rate & overall 18.4% mean response rate (no static information available)
- Loyalty Campaigns
 - Continue or expand relationships with existing customers.
 - 35% PURL visit rate & overall 28% mean response rate (no static information available)



Cross Media- Why use it?

- Increase Response Rates
- Reporting
 - Online access to reporting tools allows real time tracking of campaign
- Direct Information
 - Opportunity to gather information such as contact information, product feedback, and buying habits directly from targeted recipients .
- Positive ROI

Figure 2. Effectiveness of Communication Efforts



Adapted from CMO Council, 2008



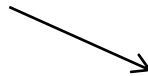
Music Teachers Association Membership Campaign

Email sent to individuals with expired memberships



MENC
Wants **YOU** Back!

PURL Link



Ed, **Re-Connect** with MENC and Michigan Music Educators Association!

Renew now at your personal Web site:
<http://renew.menc.org/ed.bracken>



Membership in **your** national professional organization, MENC: The National Association for Music Education, has expired. We truly appreciate your membership and hope you **will** return to play your part in the association that works for music education and music teachers.

Your membership is critical to keeping our voice strong in support of national and local music education initiatives!

MENC leads the way in advocacy efforts for music education, with initiatives including the annual Rally for Music Education in Washington, DC, Music In Our Schools MonthSM, the "Make Your Case" database at SupportMusic.com, public service announcements, our government relations activities, The World's Largest ConcertSM, National Anthem Day, and the Tri-M and Collegiate membership programs.

MENC supports music educators like you.

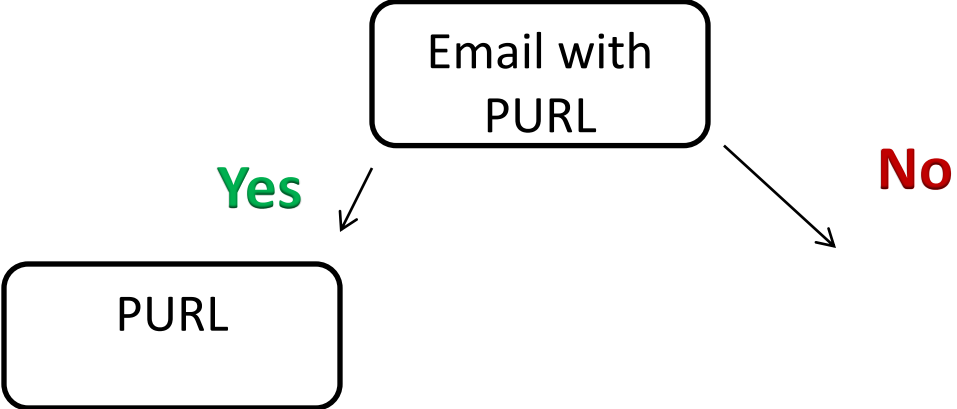
We hope you have taken advantage of the many features of MENC membership, including:

- Access to valuable **members-only resources** on the [MENC Web site](#), such as our "My Music Class" lesson plan library, forums, mentors answering your questions, advocacy materials and teachers' guides, journals for general music, research, and teacher education, and job seeker listings
- **Practical, real-life teaching techniques** in our print journals *Teaching Music* and *Music Educators Journal*, which focus on you and your profession
- Automatic membership in **Michigan Music Educators Association**
- A 25% discount on MENC Resources including publications, CDs, DVDs, and specialty items

Rejoin before
March 15, 2010
and receive a **\$10.00**
Walmart gift card.



Touch Tree



Did the recipient visit the PURL?



Music Teachers Association Membership Campaign

PURL landing page links directly to Association's Renew Page



WELCOME
to your **Personalized**
MENC Membership page



Dear Ed Bracken,

Thank you for renewing your MENC membership! You will need your membership number, 000000, to renew. We look forward to you playing your part in the association that works for music education and music teachers. Before you renew, you may wish to:

- ▶ [Review the benefits of MENC Membership](#)
- ▶ [MENC Membership Applications](#)
- ▶ [Find the dues for your state](#)

Renew now by clicking the link below. You will receive your Wal-Mart gift card in the mail in 8–10 weeks.

Questions? Contact us at mbrserv@menc2.org or call 1-800-828-0229.

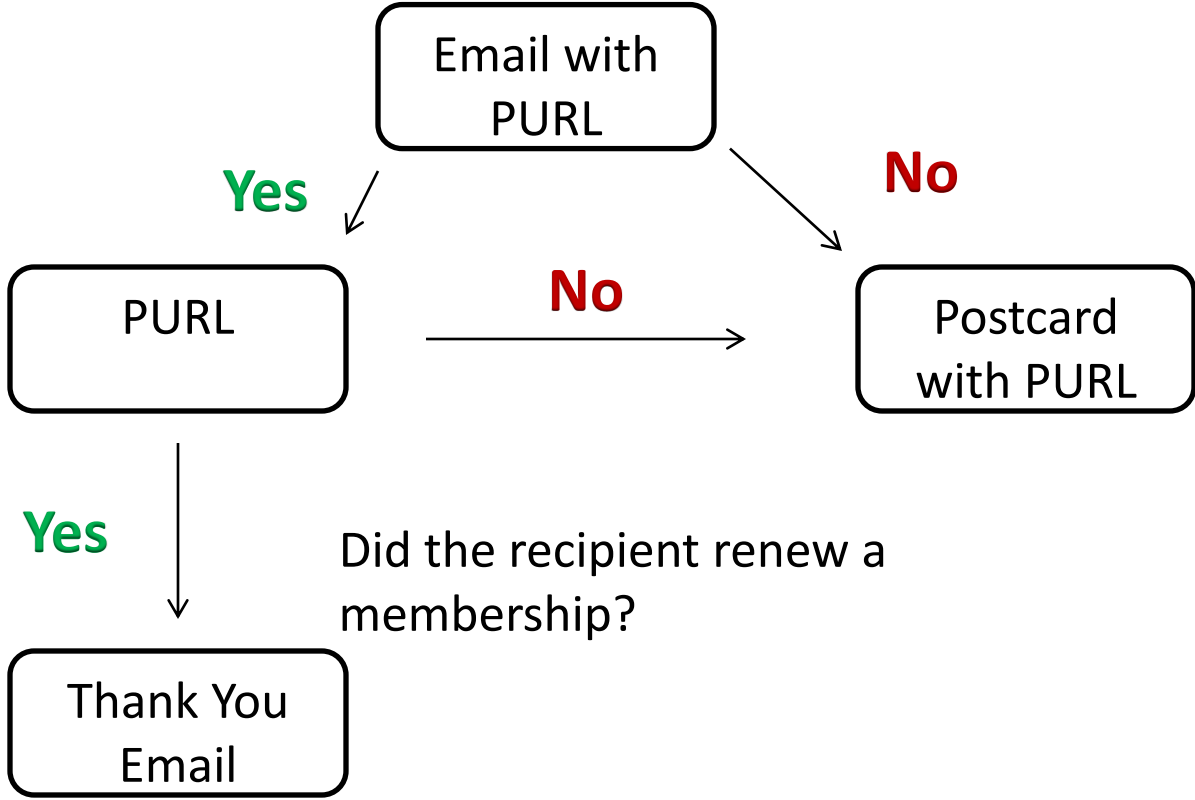
Rejoin before
March 15, 2010
and receive a **\$10.00**
Walmart gift card.

Renew Now

Use your member number (above) and your e-mail address to update your member record and renew your membership.



Touch Tree



Music Teachers Association Membership Campaign

Personalized postcard

Ed,
We've written.

We've emailed.

We miss you!

SO, THIS IS PERSONAL.

Visit www.renew.menc.org/ed.bracken

MENC: The National Association for Music Education and Michigan Music Educators Association are committed to your professional success and to the advancement of music education. Log on to learn how you can play your part in the organization that works for music education and music teachers. Visit your personal Website now—and get re-connected to your professional associations.

MENC STAFF PICTURED ABOVE.

MUSIC EDUCATION

Ed, please
RECONNECT with
MENC and MME at
www.renew.menc.org/ed.bracken

- National Advocacy
- Career Resources
- Free Online Journals
- "My Music Class" Tips and Lessons
- "Make Your Case" Advocacy Database
- State Conferences
- Music Education Week and much more...

Rejoin before
March 15, 2010
and receive a **\$10.00**
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MUSIC EDUCATION

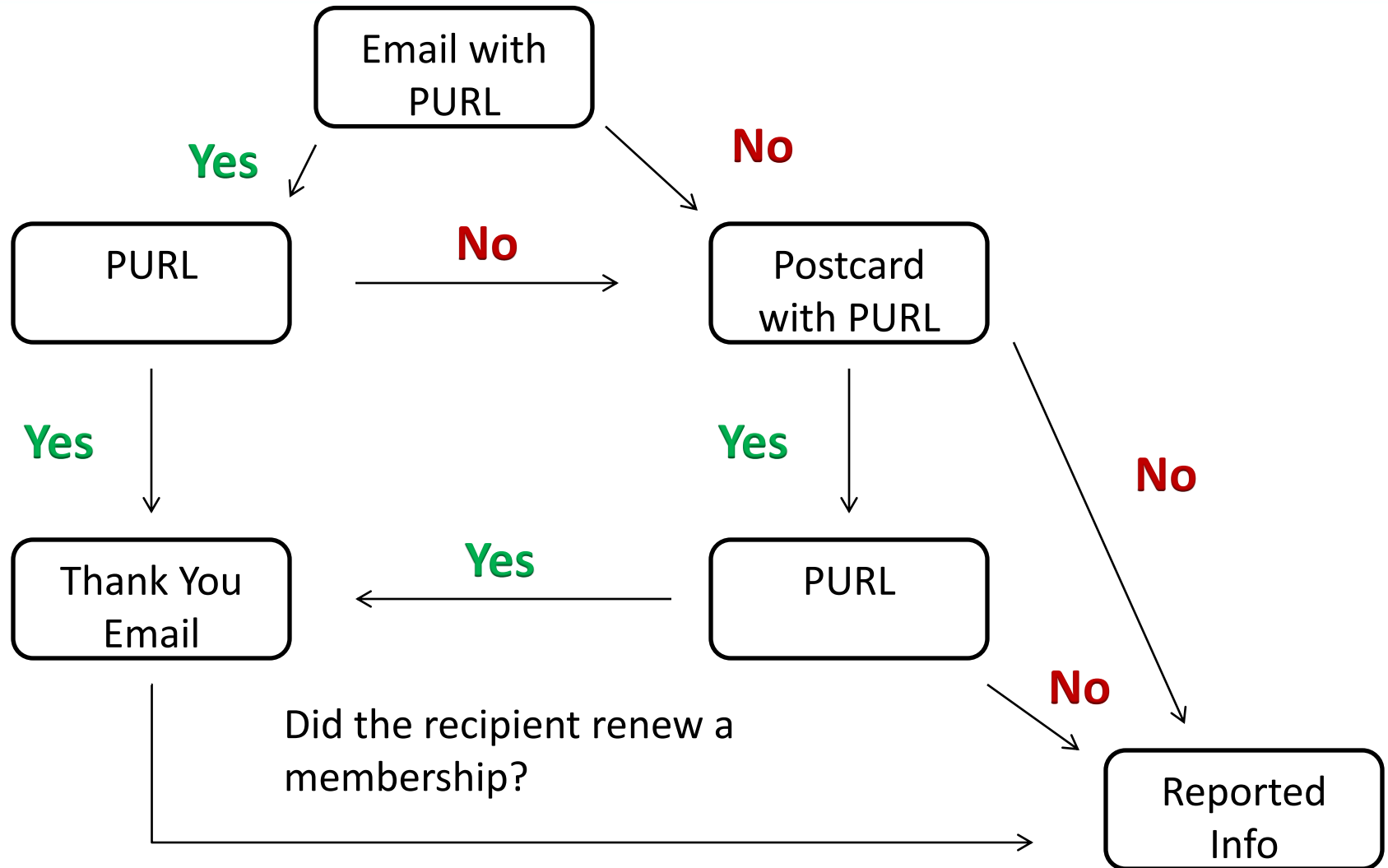
Questions? Contact us at
Mbrseny@menc2.org or
1-800-828-0229.

MUSIC EDUCATION
The National Association for
MUSIC EDUCATION
1826 Robert Fulton Drive • Reston, VA 20191
703-460-0000 • Fax 703-460-1031 • www.menc.org

Ed Bracken
8620 Old Dorsey Run Road
Jessup, MD 20794



Touch Tree

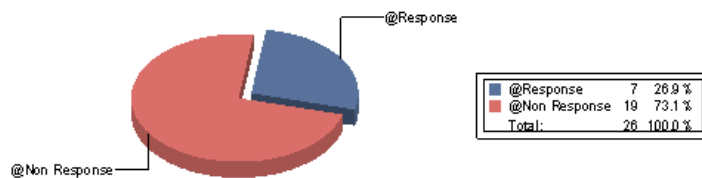


Results & Reports

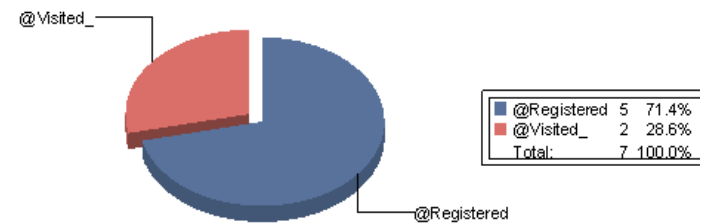


CrossMedia "cgx on campus" report

Response Rate



Registered / Visited



Sid	Purl	First Name	Last Name	Gender	Address	City	State	Zip	Email	Business Interest	Location Interest	Major
1	rory.hart	Rory	Hart	M	237 Grantwood Drive	Amherst	MA	01002	rchart@student.umass.edu			
2	kelly.baglioni	Kelly	Baglioni	F	29 Rolling Green Drive	Amherst	MA	01003	kbaglioni@student.umass.edu	Sales	Boston, MA	Communication 02
3	nichole.pagnotta	Nichole	Pagnotta	F	245 Baker - Clark Hill Road	Amherst	MA	01003	Nichole.pagnotta@gmail.com			
4	mandi.rudy	Mandi	Rudy	F	1406 Washington - 181 Fearing Street	Amherst	MA	01003	mrudy@student.umass.edu			
5	carrie.gabinelle	Carrie	Gabinelle	F	397 Montague road	Sunderland	MA	01375	NA			
6	brady.mcdonald	Brady	McDonald	M	16 Grace Way	Morristown	NJ	07960	bmmcdona@student.umass.edu			
7	matthew.nelson	Matthew	Nelson	M	950 North Pleasant St. - Apt 80	Amherst	MA	01002	manelson@student.umass.edu			
8	jennifer.fortin	Jennifer	Fortin	F	425 South Pleasant Street	Amherst	MA	01002	jafortin@student.umass.edu	All	Boston, MA	communication 02
9	caitlin.ohara	Caitlin	O'Hara	F	46 Main Street, Apt. 7	Amherst	MA	02001	cohara@student.umass.edu			
10	courtney.butterworth	Courtney	Butterworth	F	8 Grove Street, Apt 2	Amherst	MA	01002	cbutterw@student.umass.edu			



Cross Media Campaign Planning

- Research Recipients
 - Effective communication medium
 - Realistic call to action
 - Target specific demographics



- Data
 - Critical to project success
 - What information do you have?
 - Leverage past campaigns
- Utilize Capabilities
 - Maximize with unique or convenient capabilities
- Initial Set-Up
 - Time needed for programming, design, formatting, and testing





Value means creating

Infinite Possibilities

Cross-Media Marketing

