

Production Print News from Your Production Print Specialist



MESSAGE FROM THE VP – CARL JOACHIM

Changing consumer and business dynamics such as skyrocketing fuel prices, erratic Wall Street performance, and cautious spending and investment planning has forced companies to rethink how they do business. One of the most prevailing changes dictated by the consumer is the “Green Revolution.” Ricoh Americas Corporation and Ricoh’s Production Printing Business Group (PPBG) have supported the “Green Revolution” for some time now.

At Ricoh, we live by a philosophy we call, “Our Earth, Our Tomorrow.” We believe that good corporate citizenship is good business, which is why we build our solutions in support of the “Green Revolution.” In fact, just one of our environmentally friendly programs is our Toner Cartridge Recycling initiative. At Ricoh, we consider our green obligation in all aspects of any

solution we recommend or deploy. One industry that we support strongly, but is under great scrutiny due to the “Green Revolution,” is the direct mail industry. Frankly, much of the population believes that the direct mail industry is responsible for filling up a majority of the earth’s landfills. The good news is that this is not true, and even better news is that at PPBG we are extremely knowledgeable on how to turn any direct mail process into an environmentally friendly green system.

The entire issue of this Data Center Newsletter is dedicated to the direct mail industry and the greening procedures that should be considered to ensure everyone is supportive of the “Green Revolution.” Please be sure to contact Your Production Print Specialist at 877-212-6064 to learn more about how Ricoh can help you improve your direct mail process and ensure you are in the green zone.

Visit www.ricohdatacenter.com/summer2008 to view the full articles in this newsletter.

Direct Mail or B-Ball Mail ... What’s Your Company Sending?

It’s been called junk mail, solicitation mail, ad mail, and waste mail. Yet despite the names, direct mail is used to accomplish a very specific objective: to inform the addressee about products or services that invoke a positive response from the recipient. The least desirable response is the “crumple it up and score a two point basket” response. Unfortunately, there are many would-be, B-Ball players improving their shooting skills using your costly and apparently ineffective direct mail.



When was the last time you evaluated your direct mail strategy and measured its effectiveness? Does your company have a documented strategy to measure against? Clearly, your company’s direct mail strategy isn’t to improve B-Ball shooting percentages, but instead the strategy should consist of goals similar to the following:

1. Serve as a core lead generation tool by building awareness and interest of your company’s products and services
2. Encourage customers to evaluate and trial your company’s products and services
3. Drive customers to adoption and purchase of your company’s products and services

...article continued on the next page

You Invest in Ricoh, Ricoh Invests in You

Get a free copy of *Direct Mail Pal: A Direct Mail Production Handbook* (Paperback) written by T.J. Tedesco, Terry Woods, Ken Boone, and John Leonard.



A \$30 value, this detailed yet not overly-technical direct mail book covers every facet of the direct mail process, from planning, preproduction, production, and postproduction.

Go to www.ricohdatacenter.com/summer2008 to request your copy.

Also in this Issue:
How Green is Your Direct Mail?

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DIRECT MAIL OR B-BALL MAIL ... WHAT'S YOUR COMPANY SENDING? *(from page 1)*

If used correctly, direct mail is one of the best marketing levers to pull. In fact, according to the Direct Marketing Association (DMA) every \$1 spent on direct mail advertising can bring in an average of \$10 in sales. However, this impressive ROI is only achieved when clear goals drive a direct mail strategy. Let's take a closer look at the following baseline direct mail strategy.

- **Build Awareness and Interest - Talk to the Right Customer**

Direct Mail's primary mission is to inform customers about new products and services. Companies are creating new and improved product lines and services daily and need to communicate to existing customers and new prospects the availability of these products. However, equally important to the new product or service offering is sending the piece to the right customer. Why do financial institutions send college loan specials to empty nesters, or why do retailers send Winter-In-July snowplow specials to Florida residents? Proper customer profiling and targeting is essential to getting the right message to the right person in order to yield the desired results. The parent that has a college-bound student would absolutely want to hear about college loan specials, which would drive awareness and interest in the bank's college loan programs, leading to a request for information or an appointment with a loan advisor.

- **Encourage Evaluation and Trial - Send the Right Offer**

Targeting the right customer with the right message is definitely a must for a successful direct mail campaign, but so is the right offer. But what is the right offer? It clearly depends on the business and the target customer. For example, an ice cream company telling the world about a new flavor of ice cream might consider a coupon offer for a free pint of ice cream to encourage an evaluation. However, an insurance company informing customers about new services may want to create an integrated direct mail marketing program tied to current billing applications, supported with a Personalized URL (PURL). The customized website tied to the PURL could then gather a bit of information from the customer, enabling an immediate online insurance quote for the new service.

- **Drive Adoption and Purchase – Get the Right Result**

The world is filled with marketing clutter and the ability to cut through the noise is extremely difficult. Yet even more difficult is driving the customer to adoption and purchase of your product or service. However, if the direct mail program has been executed well, by talking to the right person, with the right message, with the right offer, then getting the right result is within reach. And what does getting the right result mean? It means getting the business!

Direct Mail – A Strategic Tool

Direct mail can be a strategic communication tool, especially for existing customers. You already have a relationship with them, so why not strengthen it with direct mail that is intentionally prepared with offers, services, and solutions that match their customer profile. A relevant direct mail piece that is derived from customer data, such as buying history and consumer preferences can dramatically improve response rates. But don't stop with just the data to encourage your customers to respond the way you intended, prepare your communications in full color. Color can encourage intentional action, which equates to a better response rate and more dollars for you. For example, when used appropriately, color can influence the customer decision-making process by up to 80%.

Direct Mail – Its Big Business

Mail is big business and direct mail is an enormous contributor to the numbers. Standard mail revenue in 2007 was \$21 billion, with 104 billion pieces successfully delivered. According to the USPS the expectation is that by 2009 direct mail will grow by 32% in North America. Several regulatory and compliance laws have contributed to the continued growth of direct mail such as the Do Not Call Registry and the Anti-Spam Act, both established in 2003. Since it is still necessary to communicate to new and existing customers, direct mail remains the perfect vehicle for telling prospects about new services, special offers, and customized solutions.

Direct Mail or B-Ball Mail

Clearly direct mail can be a strategic marketing lever to pull within any marketing strategy. Maybe it's time to evaluate your direct mail strategy and let the NBA worry about shooting skills.

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How Green is your Direct Mail?

Never has the need to be “Green” been more important than today. Whether it’s the attention placed on rising oil prices, new energy and environmental technology advancements, or simply the “Green” attitudes consumers have adopted, being green in business is essential. Throughout the world, green businesses are challenging the conventional methods in which work is getting done. Therefore, without much surprise, the direct mail industry is being scrutinized very closely. Why? Because direct mail has often been labeled “junk mail,” and unfortunately, the intentional creation of “junk mail” doesn’t fit into the “Green Revolution.”



But relax – green direct mail is easier than you think and within your reach. In fact, by adopting the following best practices, greening your direct mail process will not only benefit the environment, but will also improve your company’s direct mail budget and success.

Green Direct Mail Best Practices:

- Targeted Profiles
- Accurate Addresses
- Efficient Design
- Healthy Paper
- Green Printers

...continued on www.ricohdatacenter.com/summer2008

RICOH IN THE NEWS

RICOH Pro C900s Shown at Drupa

New digital color printers deliver quality color printing at an unprecedented value.

Go to www.ricohdatacenter.com/summer2008 to read the news release.

Ricoh in the Green

Recently Ricoh has been in the news for our sustainability initiatives. On May 11-16 we awarded a \$25,000 Ricoh Sustainability Development Award (RSDA) scholarship at the annual Intel International Science and Engineering Fair in Atlanta, GA. On April 8, we were the presenting sponsor of Newsweek’s Second Annual Global Environment and Leadership Conference at Georgetown University. And on April 22, Ricoh Americas Corporation contributed \$10,000 to the National Forest Foundation for post-fire restoration in California.

This is nothing new for a company that was awarded the 2003 World Environment Center’s Gold Medal for International Corporate Achievement in Sustainable Development and that has been named by the World Economic Forum as *One of the Global 100 Most Sustainable Corporations in the World* for three consecutive years (2005-2007).

Go to www.ricohdatacenter.com/summer2008 to read the most recent sustainability news from Ricoh.

PARTNER CORNER

Intelligent Direct Mail for Smart Consumers

Gone are the days of shotgun marketing programs that yield low customer response rates, and even lower overall ROI. Instead, here are the days of smart consumers demanding intelligent correspondence from companies that know who they are and what they want. Consumer’s electronic and paper based mailboxes are overflowing with bills, statements, newspapers, magazines, solicitations, and direct mail. The only way to capture their attention is to speak personally to each customer.

Personalized direct mail has a chance with the smart consumer. There are several Ricoh partner tools that can create customized direct mail communications by varying text, changing the graphics, and even by creating personalized layouts based on information found on the customer profile database. Each customer is different, so it makes sense to speak to them differently.

For more information contact <<RepName>> at <<RepPhone>> to learn more about how Ricoh can ensure you are delivering intelligent direct mail.

...continued on www.ricohdatacenter.com/summer2008

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UPCOMING EVENTS



www.ricohsmartbusiness.com

TransPromo Summit
August 13 - 14
Hilton New York

www.transpromosummit.com



September 10 -12
Hyatt Regency O'Hare
Chicago, IL

www.documentstrategyforum.com

Ricoh Smart Business Seminars

At PPBG we realize that industry trends and issues can impact the data center significantly. That's why we made a commitment to deliver customer focused educational seminars that discuss market conditions accompanied with practical approaches to take action. Join us on August 20th in Detroit.

TransPromo Summit

The TransPromo Summit will educate attendees on the strategies, techniques and tools for fusing the traditional transaction document with marketing messages to enhance customer communications, improve customer retention, and increase revenue. Stop by and chat with Ricoh PPBG to talk about your TransPromo needs.

Document Strategy Forum

DOCUMENT Strategy Forum is the first conference and exposition developed to bring together all the enterprise departments involved in the Creation, Production, Delivery, Remittance, Preservation and Management of the transactional document. No matter where you touch the transactional document in its life cycle, this conference is for you. If you don't understand the needs of all the departments that touch the document before and after you, your executives won't achieve effective document management. Connect all the dots of the strategy, and learn from each and every end user of the life cycle LIVE.

RICOH

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Visit www.ricohdatacenter.com/spring2008
to learn more about Ricoh.

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