

# Case Study

production

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## PIP Printing Livingston, New Jersey

Growing Its Business with 1to1 Create Marketing Services

*"This program makes it easy to provide customers a solid marketing campaign for their unique business and easy for me to deliver a good result. For me, that is the beauty of 1to1 Create."*

—Jodi Solotoff,  
PIP Printing Livingston



### ABOUT THE CUSTOMER

PIP Printing of Livingston, New Jersey prides itself as a leader in the business services market by offering advanced technologies that helps its customers reach their customers more effectively. The company continues to invest in the newest equipment and technologies to offer the exceptional service that has been the hallmark of this 24-year-old family-owned business. From graphic design and printing, to mailing services, promotional products and direct marketing, its mission is to provide quality in everything it does so its customers succeed.

### CHALLENGE

As a former vice president of a retail computer systems company, Jodi Solotoff knew the value of marketing. Joining her family company four years ago, she started using franchise materials to promote the business, but wanted to expand from there. A little over a year ago, Ricoh invited Solotoff to attend its Advisory Council. Ricoh's Advisory Council is a forum where Ricoh customers become active participants in helping set strategic product and solution direction. Solotoff had replaced a competitive digital printer with a Ricoh PRO C901. She was very happy with it and looked forward to hearing what Ricoh had in store for the future.

It was here she learned about a new offering, Ricoh 1to1 Create Marketing Services. 1to1 Create Marketing Services is Ricoh's cloud-based subscription service designed to help small- to medium-sized print service providers create, launch, track, manage, modify and optimize turnkey cross-media marketing campaigns. 1to1 Create Marketing Services leverages Ricoh's relationship with PTI Marketing Technologies, USA Data, ExactTarget and PODI. With 1to1 Create, a business can offer cross-media marketing programs and high-quality customizable marketing materials from a single platform.

#### CHALLENGE

- Find an easy way to develop creative cross-media marketing programs for a PSP and its customers

#### SOLUTION

- Ricoh's cloud-based 1to1 Create with customizable templates accessible through an easy-to-use Web portal

#### RESULTS

- A seamless and affordable way for the PSP to market its business and supplement print services with robust marketing services

## Case Study



"Every business owner knows that when you're working in your business as well as working on your business, you tend to do all the work in your business first. Marketing your business too often becomes secondary because you need to get through the day every day," said Solotoff. "When I saw 1to1 Create, I knew there was real power in this tool."

### SOLUTION

1to1 Create allows you to choose from a wide range of customizable marketing templates that include direct mail postcards, brochures, flyers, e-mail blasts, microsites and more via an easy-to-use Web portal. It is a seamless way for a print service provider to become a marketing services provider—even without in-house marketing support.

For Solotoff, who was already marketing her business, it was the answer to the constant need to take the time and creativity to come up with new campaigns.

"Sometimes, you're just fresh out of ideas when it comes to marketing," said Solotoff. "That is what makes 1to1 Create so valuable, because everything is already done for me. With this program, the ideas flow."

1to1 Create includes a large library of professionally written and designed marketing collateral and digital media proven to work. The user selects a vertical market, chooses a creative template, personalizes key

details, uploads logos, images and colors and even specifies the mailing list—all with only a few clicks. It makes it easy (and affordable) to prepare a host of marketing materials with incredible convenience.

Solotoff decided to start with a prototype template to promote her own business. "I wanted first to understand how the program works. Doing it for our company made it easier for me to speak to my customers about this great new service that we offer," Solotoff said.

### RESULTS

Solotoff chose the "Get Noticed" postcard templates designed specifically for a print provider's self-promotion, using them as is without making any changes except to add her company information. She sent out 2000 of the first pre-designed card she selected. She also printed counter cards that were part of the prototype campaign for display in the shop. A month later she chose another "Get Noticed" design from the portal and printed and mailed 2000 different cards. And the phone began to ring. "These designs are definitely attention-getting. I actually had people walking in the shop with the postcards," said Solotoff.

One customer brought in from the mailing was a large dance school in the area that didn't know PIP offered all of the services listed on the card. The company is now doing all of the school's collateral materials.

Solotoff likes sitting down in front of the 1to1 portal and showing customers all of the pieces within a chosen campaign that will help them achieve their goals. From the template prototypes and recommended image libraries, entire marketing campaigns can be customized from a blueprint that makes it easy to be creative.

"1to1 Create Marketing Services bridges the gap from a customer who knows exactly what they want to the person who wants to do marketing and doesn't know how to get started," said Solotoff. "It makes it easy to provide customers a solid marketing campaign for their unique business and easy for me to deliver a good result. For me, that is the beauty of 1to1 Create."



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