

# Case Study

production

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## Graphics Plus

Meeting Custom Requirements with 1to1 Create Marketing Services

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—Mike Jais,  
co-owner of Graphics Plus



### ABOUT THE CUSTOMER

Graphics Plus (GP), Lisle, Illinois, is focused on providing marketing production services to a wide variety of industries from its 22,000 square feet of production space, including manufacturers, nonprofits, education, publishers and creative agencies located throughout Chicagoland and the Midwest.

Whether the need is creative services, print, distribution or multimedia, GP works to help its loyal client base create and capture opportunities that promote key messages and expand sales.

### CHALLENGE

Customers today have high expectations for what print service providers should be able to deliver. Statistics show that marketers will use on average at least three channels when working to get their message heard. "It is my job to find new ways to expand our business in order to remain competitive in the marketplaces we serve," said Mike Jais, co-owner of Graphics Plus. "We specialize in creating and delivering marketing support solutions for all types of businesses. However, it's no easy task to create, deliver and track the multichannel marketing campaigns that our customers are beginning to ask for."

In today's connected world, printed materials simply aren't enough. Consumers are more sophisticated and want marketing and support materials that are new and exciting. Because of this, more and more print service providers are seeking affordable avenues for delivering what their customers expect. "The more creative marketing services I can add to our portfolio, the more my customers—and my business—will thrive. However, in seeking a solution, I knew it had to be easy to use and affordable. We didn't have the time or the budget for anything complicated."

#### CHALLENGE

- Find new ways to expand business by offering multichannel solutions

#### SOLUTION

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

#### RESULTS

- A successful multichannel marketing campaign for a health club looking to grow resulted in a 10% increase in membership

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## SOLUTION

GP recently replaced a competitive digital printer with a RICOH Pro C901. When his Ricoh representative approached him about the different ways he could expand his business using the Pro C901, Jais found his answer in Ricoh's 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.

"It was just the solution we were looking for," said Jais. "The platform includes a range of vertical campaigns, professionally designed templates and an extensive image library—with everything prototyped and ready to go. One of the main things that caught my attention was the fact that while all the campaigns are already designed, you can still customize each of them to meet very specific campaign goals."

1to1 Create offers intuitive tools for customers who want to add personalized details like names, titles, target messages and images for a specific audience or individual. 1to1 Create Marketing Services leverages Ricoh's relationship with PTI Marketing Technologies, USA Data, ExactTarget and PODI.



"There was a health club we were working with that I knew 1to1 Create would be perfect for. However, they wanted to use their own images, change up the microsite and use their own house file for the email blast," said Jais.

1to1 Create allowed the GP team to change 90 percent of the prototype to match the specific needs of this client. "Even with that many changes, we were able to work inside the framework of each template and end up with 'agency' looking pieces because the integrity of the design was not compromised. It was a win-win for both my customer and me."

## RESULTS

Graphics Plus built a five-part campaign that included a direct mail postcard with a purl, an email blast, an integrated microsite, a brochure and a rack card for the health club's front counter. GP printed the postcards, brochures and rack cards on the RICOH Pro C901. The Pro C901's extensive capabilities are a perfect match for the 1to1Create output, delivering the quality color important to the health club.

"Overall the campaign for the health club was a big success. The purpose of this campaign was to increase membership and it worked. The campaign resulted in a 10 percent increase in facility attendance," said Jais. "I was quite impressed with the results of the campaign and the 1to1 Create solution."

Jais particularly likes that 1to1 Create is simple to use. It provides an intuitive interface that quickly and effectively develops personalized output, both printed and electronic, to reach the targeted demographic. Additionally, it requires minimal training. "1to1 Create is a cloud-based multichannel marketing campaign platform that delivers a host of benefits that make it easier to expand our business by going after new customers in verticals that I might not have gone after before," said Jais. "It is simply an easier, more affordable way to meet the current demand for marketing services, because the majority of the work is already done."

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