

KELMSCOTT
COMMUNICATIONS ™

Dynamic Solutions. Extraordinary Execution.

OUR MISSION...

To provide best-in-class marketing solutions to help our clients achieve their business goals.

A systematic approach to multi-channel marketing that is creative, data driven and results oriented. This process ensures that your projects are part of an increasingly effective, responsive and coherent strategy.



RESEARCH & DISCOVERY

- Business Problem
- Campaign Goals
- History
- Competition
- Lead Generation
- Demand Generation
- Lead Nurture

MAP & DEFINE STRATEGY AND MEASUREMENT

- Campaign Planning
- Tactical Components
- Lead Qualification & Scoring

COPY & DESIGN

- Copy & Design
- Present Concepts
- Build Campaign Elements

NEW LEADS

- Lead Analysis
- Distribution to Sales
- Direct import through API to Eloqua, Sales Force, etc.

ANALYZE EXISTING DATA & CONTENT

- Data Analysis
- Content Analysis
- Offer Analysis

DATA—PRECISE AUDIENCE TARGETING

- Mine Current Data
- Research Other Data Sources
- Procure Lists
- Perform PAT™ Analysis: Image | Content | Offer

TACTICAL EXECUTION

- Email
- Personalized URLs
- Resource Portals
- Dimensional Mail
- Targeted Direct Mail
- Social Media
- Search and Public Relations
- Promotional Incentives
- Signage
- Tele-Marketing
- Video

RESULTS ANALYSIS

- Perform Campaign and Lead Analytics
 - Strength of Lead
 - Lead Details
 - Time on site
 - Browsers Utilized
 - Mobile or other
 - Time and Day of Week of Response
 - A/B Analysis: Offer | Subject Line | Design

WE CONNECT YOU WITH YOUR CUSTOMER

Kelmscott Communications is a full-service marketing and production company. Our suite of services (one marketing partner means the only finger pointing points to us!!) include: Strategy, Design, E-Business, Data Management, Printing, Wide Format Printing, Mailing and Fulfillment, and Promotional Products.

Our secret sauce is Kelmscott Connect, which connects you with your customer through data intelligence and relationship-building engagement. Choose one service offering or all of our services for a full engagement – whatever fits your needs.

DISCOVER...

DISCOVERY

The purpose of the discovery process is to level set and gain intelligence which can be used to build a strategy and market smarter.

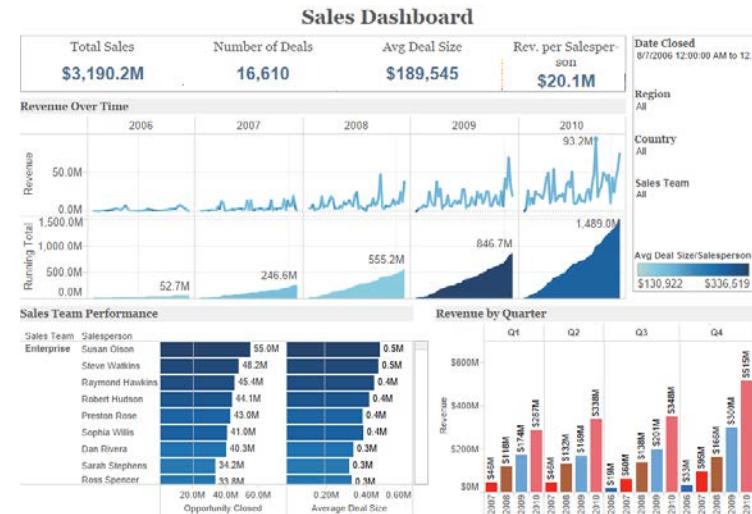
- Review Data - structure, quality, fields captured, lead score history. Determine if data can be enriched with outside data sources such as social feeds
- History – what has been done previously, what has worked and what could possibly be refined
- Competitive analysis – what are your competitors doing in the market
- Gain insight to customers, prospects, win-backs, sales staff and executive team members. We want to understand business goals and see how they align to market perceptions
- Focus on a deeper level of audience engagement
- Identifying marketing automation efficiencies and inefficiencies

STRATEGIZE...

ANALYTICS-DRIVEN MARKETING STRATEGIES

Develop Strategy based on Data Analysis & Insight for Smarter Marketing

- Strategically understand your audience to identify and reward loyal behavior and how to acquire like-minded prospects
- Identify opportunity to nurture and grow a deeper level of audience engagement
- Develop content and messaging program based on buyer personas and customer life cycles derived from data analysis
- Create contextual content designed for how, where, and when customers are consuming it
- Descriptive, Prescriptive and Predictive data identification and enrichment
- Intuitive Visualizations



ENGAGE...

ENGAGE YOUR AUDIENCE BY APPLYING THE STRATEGY TO THE EXECUTION

Our engagement marketing methodology provides opportunities for campaign development initiatives in any industry or vertical market.

The following are just a few examples of campaign strategies supported by our strategy and technology:

Demand generation

Product promotions

Loyalty programs

Event marketing

Brand awareness

Paid Search

Marketing automation

Lead generation

Product sales

Fundraising

Identity programs

Social Media

Remarketing

Targeted direct mail

SOLUTIONS

Strategy

Graphic Design

E-Business

Data Management

Offset & Digital Printing

Wide-Format Printing

Mailing & Fulfillment

Promotional Products

INDUSTRIES

Advertising

Healthcare

Retail and Wholesale

Associations

Higher Education

Technology

Entertainment and Gaming

Insurance

Event Marketing

Finance

Manufacturing

Nonprofit and Government

ANALYZE...

ANALYZE YOUR CAMPAIGN DEPLOYMENT

- 24/7 real-time campaign tracking, measurement & channel response notification
- Web-based campaign dashboard portal accessible on any platform and or operating system
- Multiple channel response & lead analysis tracking:
 - Email link tracking & unique visits
 - pURL microsite conversions & survey scoring
 - BRC direct mail response
 - Automated “drip” messaging
 - Mobile web engagement & views
 - Referral tracking & Opt-out management
 - Digital ad retargeting & Google Analytics tracking

KELMSCOTT
COMMUNICATIONS



thank you

630.898.0800

kelmscott.com