

L2 Inc. Powers Creation of Innovative **Automated Marketing Portal** for Konica/Minolta Canada's *bizhub PRESS* Launch

L2 Automation Design Fuels Marketing Portal to Drive Powerful Sales Channel Support



2890 Zanker Rd.
San Jose, CA 95134

(408) 457 9300
email: info@L2soft.com

www.L2soft.com



Client | Konica Minolta Canada

Konica Minolta Business Solutions (Canada) Ltd. spans a wide range of imaging fields from input to output. KM Canada is a leader in the development of advanced imaging and networking technologies via its award-winning line of bizhub™ multifunction products (MFPs) for production printing systems as well as high-quality desktop printers. KM also provides advanced solutions and software applications for: device administration, document management, forms and variable data, print production and more.

“ *The AMP designed with L2 puts our sales channel in the driver’s seat. As a result, the bizhub PRESS launch was a great success, and conversion of prospects to customers continues to exceed expectations. Sales agents are using the best work of our marketing team, and customers are responding like never before. Without growing the channel, we are getting twice the performance. AMP is a great investment in our future.* ”

--- Kelli McCarthy, *Channel Marketing Manager*

Challenge | Automate the Corporate Message to Enable Sales Channel Marketing

Konica Minolta planned its launch of bizhub Press™ C8000 to the Canadian Market at the 2010 Print World in Canada. The launch campaign had to bring prospects to the event who were the ideal target market for the new bizhub Press C8000 product.

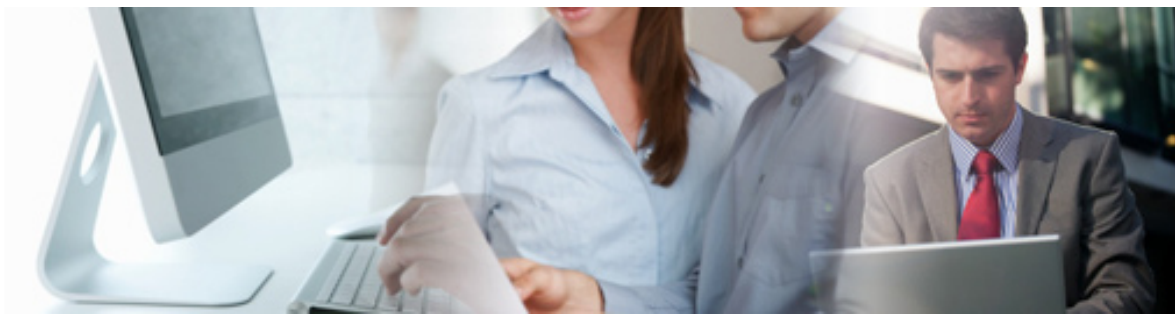
To be successful, the campaign had to begin early and engage sales agents across Canada to send invitations and boost attendance of well qualified and interested prospects at Print World. How could marketing be consistent throughout the sales channel, all across Canada, and get sales to increase leads, expand the world of contacts in the database and ensure high rates of attendance?

KM needed a solution that could produce an integrated marketing campaign that combined corporate marketing efforts with local Konica Minolta sales offices to present a united marketing effort to potential and existing customers. It was necessary for the campaign to use print, direct mail, personal URLs (pURLs) and QR (Quick Response) codes, with three different targets:

- 2000 customers on Konica Minolta's direct mail list
- 5000+ well qualified, potential customers reached via email
- Over 1000 existing prospects being nurtured by the field sales team

KM Canada also needed a promotion to acquire leads at Print World 2010, and a means to reach sales agents in regions across Canada in both English and French languages. A successful campaign had to leverage the Print World opportunity for KM in two ways:

- Enhance its customer database through direct contact
- Deliver incentives to sales agents to market to their customers and nurture leads



Requirements | Deepen Customer Relationships & Increase Sales Outreach

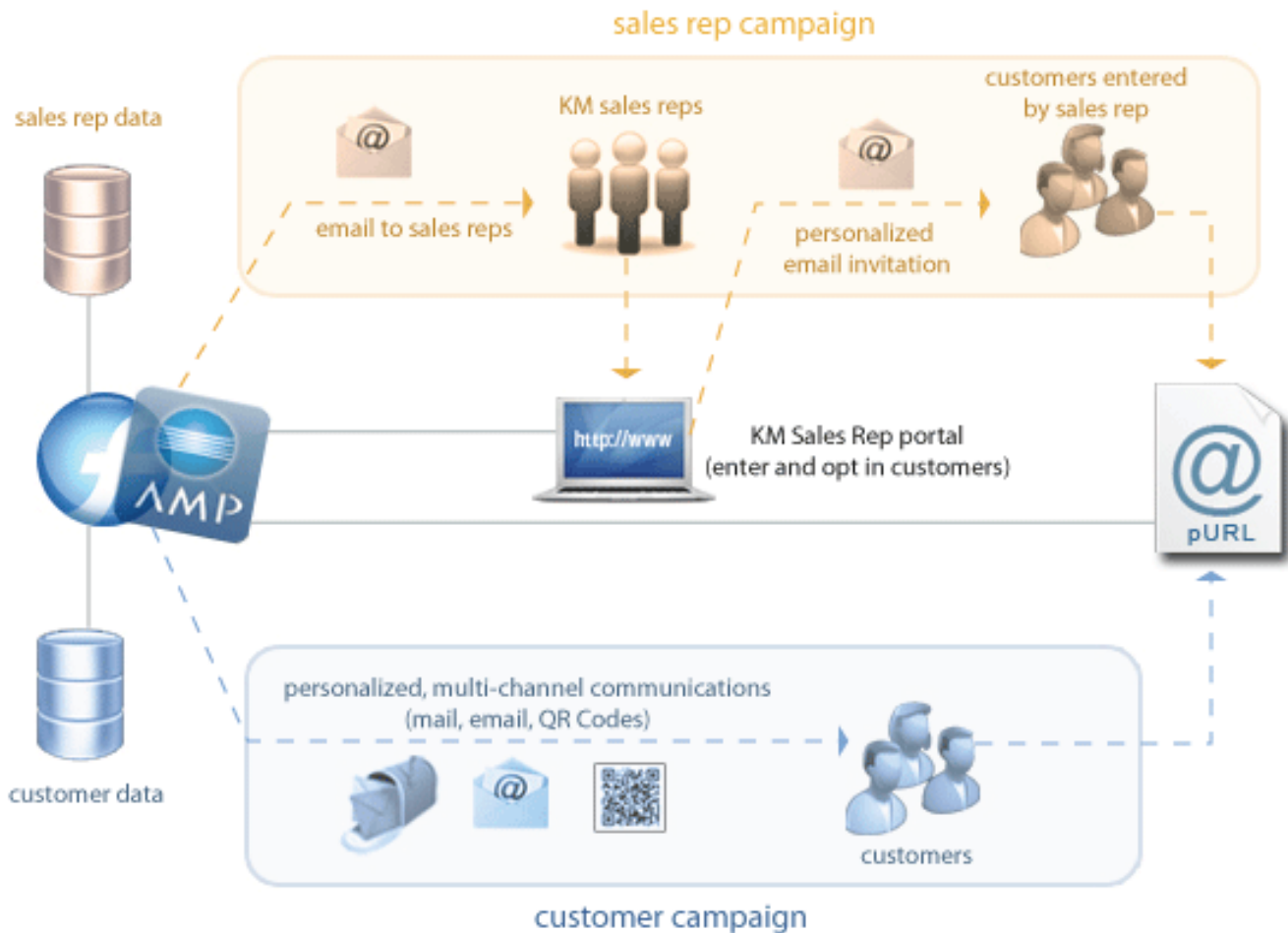
A dual purpose, automated, highly refined marketing campaign would be needed to help KM Canada. The campaign had to be automated, and at the same time, carefully managed to a granular level. Throughout the months leading up to Print World, the campaign had to give insights into responses from both sales and customer prospects so that KM could continue to hone the campaign. To do this, at all times, campaign reports had to give detailed information about response behavior, so that KM could:

- See how each customer reacted to each marketing outreach
- Understand how sales reps became aware of the KM campaign and how they responded to different messages
- Discover exactly which reps opened campaign notice emails, visited their Personal Landing Page (pURL) and took action to send Print World invitations to their customers/leads
- Give reps an active tool to assist marketing, generate more prospects and collect important customer data for KM Canada

Solution | KM Canada Branded Automated Marketing Portal (AMP)

L2 Inc. was selected for its years of technical experience with multi-channel campaign platforms and management, down to the workflow levels. L2 worked closely with KM Canada over many months to develop a customized, cross media campaign solution to combine complex online and offline communications. That solution was a fully branded, Automated Marketing Portal (AMP) for KM, powered by L2's proprietary Web 2.0 platform — FUSE™. The campaign seamlessly managed serial emails, direct mail, personalized brochures, web forms and dynamically generated pURLs.

KM's branded AMP solution redefined its cross-media, integrated marketing tools, and created point-and-click, high-quality graphics and rich media capability that was fully automated for both marketing teams, and field sales reps. Complete with tracking, KM's AMP would extend its brand and deliver consistent message and marketing content directly into the hands of its workforce, who could cross-access market and sales data based on role and function in the company.



The AMP is a single, integrated platform that enables Konica Minolta Canada to control, manage and track all marketing initiatives across its customer and sales channels.

L2's AMP solution provided KM Canada with the ability to:

- Control brand over all of its sales network and customer channels
- Enable the KM sales network to actively participate in marketing efforts
- Gather customer behavior-based data to create relevant communication for customers/leads
- Establish a meaningful conversation with customers/leads
- Enrich and refine its customer database
- Yield a higher ROI than indirect, traditional marketing methods and tools

Think only offset printing can deliver high-quality print production results across a variety of print formats?

Think again.

Michael,

Think only offset printing can deliver high-quality print production results across a variety of print formats? Want to learn more about the new digital press reality and how it can help you enhance your business?

Introducing the new bizhub PRESS™ from Konica Minolta – a truly innovative print production system that bridges-the-gap between offset and digital.

Click here to:

- Register to get a FREE pass to Print World 2010 (Toronto / Nov. 20 – 22, 2010)
- Get your FREE personalized journal – customized with your logo or image of choice
- And find out how you can get two chances to WIN a bizhub C35 or a bizhub 20 – perfect front office systems (approximate retail value of up to \$3,999). Winners chosen at Print World by random draw on 11/22/10

Learn how bizhub PRESS can transform your business

[learn more](#)

Konica Minolta Business Solutions
369 Britannia Road East
Mississauga, Ontario
L4Z 2V5

CANADA POSTS
Only

FOUR IMPRESSIVE bizhub ADVANTAGES

Speed – With colour digital production speeds of up to 4500 impressions per hour plus optional inline finishing, no make-ready and no drying time—digital is faster, much faster than offset.

Quality – Absolutely stunning output capable of transforming your print business into a truly one-step-stop, by combining offset for more complicated jobs with bizhub PRESS for faster, profitable print runs.

Service – Konica Minolta's reliable service standards have been specially designed for print production professionals to ensure maximum productivity.

Support – With Konica Minolta support, training, professional services and production tips, you'll have a digital production expert in no time.

Visit www.bizhubpress.ca/yourbusiness or scan here with your smart phone to learn more!

- Register to get a FREE Print World pass
- Get a FREE personalized journal
- Get two chances to WIN a bizhub C35 or bizhub 20 – perfect front office systems valued at up to \$3,999 (Cdn.)

sample

Think only offset printing can deliver high-quality print production results across a variety of print formats?

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Personalized postcards and emails were dynamically generated and sent to KM customers via the AMP. All customer responses (e.g. clicks, scanning QR codes, visiting pURLs) were tracked and measured by the AMP.

English Version

Hello Ali

Want to introduce your customer to the new digital press reality and how it can help you enhance their business? It's easy. Send them a personal invite to visit us at Print World 2010 in Toronto, ON (November 20, 21, and 22) and register for a FREE pass, a FREE customized journal, and up to two chances to win a bizhub C35 or bizhub 20.

Here's how you do it.

Fill out the form below, and we will automatically send an email to your customer with your name and contact information with information specific to the event.

You also have the option to add a personal message to the customer at the end of every email (150 characters). [Click here](#) to see an example of what the email to your customer will look like.

Your Information:

first name* last name* email*

Ali Salimian ali.salimian@bt.konicami

Customer Information

first name* last name* company*

title email*

Personal Message (Max. of 150 letters). Actual: 0

French Version

Richard,

Vous voulez faire découvrir le bizhub PRESS à vos clients et leur montrer comment Konica Minolta pourrait améliorer le rendement de leur entreprise? Rien de plus facile. Invitez-les personnellement à passer leur temps libre dans le cadre du Print World 2010, les 20, 21 et 22 novembre à Toronto et à s'inscrire pour recevoir un laissez-passer GRATUIT et deux un carnet personnalisé.

Voici la marche à suivre.

Remplissez le formulaire suivant, et nous enverrons automatiquement à votre client un courriel contenant votre nom et vos coordonnées ainsi que les renseignements relatifs à l'événement.

Il vous est également possible de personnaliser le message (maximum de 150 caractères). Cliquez ici pour voir à quoi le courriel envoyé à votre client pourrait ressembler.

Votre information:

prénom* nom de famille* courriel*

Richard Landry richard.landry@bt.konica

Information à la clientèle

prénom* nom de famille* entreprise

titre du poste courriel*

message personnel (maximum de 150 caractères). actuelle: 0

Personalized portals were generated in both English and French to engage sales reps across all Canadian territories.

Results | 3:1 Increase in Lead Conversion

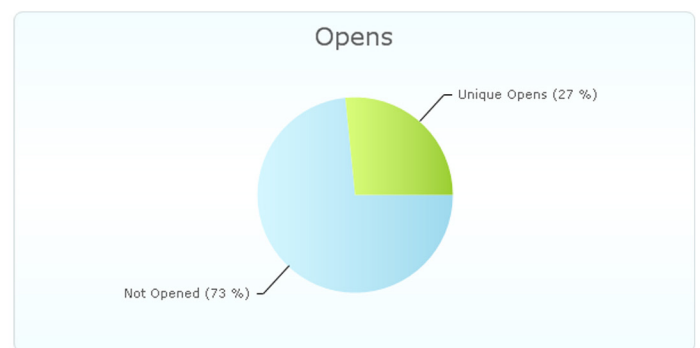
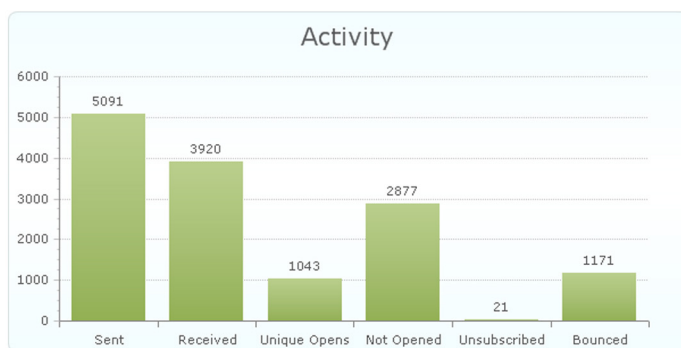
Customer Behavior Drives Sales Outreach, Increasing Lead Qualification

The L2 AMP-fueled campaign gave KM Canada the ability to gain customer intelligence since all actions were tracked. Rule-based triggers sent auto-response emails to personalize the conversations with customers. This enabled sales agents to opt-in their customer leads, and automatically add them to KM Canada's database.

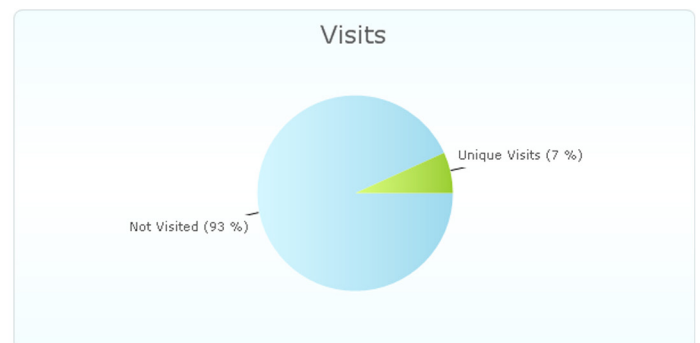
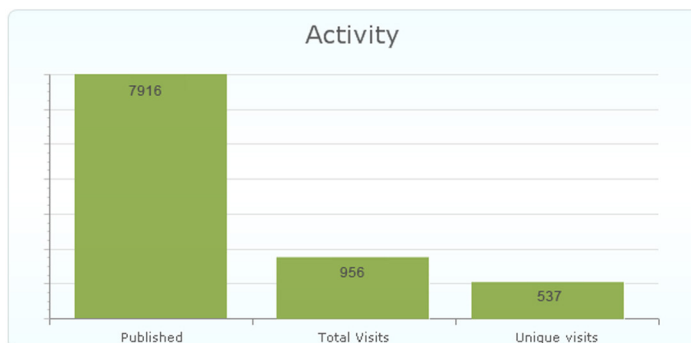
Response Analysis Drives Effective Follow-up Strategies – Creates Sales Success

KM's AMP reports generated analytics to help sales drive effective marketing

- Analytics included customer reaction to each separate marketing outreach, along with a task list and hours summary
- KM was able to easily track sales rep reactions and precise follow up details to determine what incentives were valuable and which message got results from leads

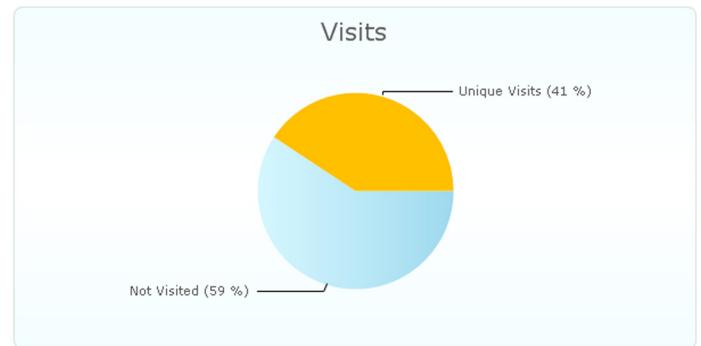
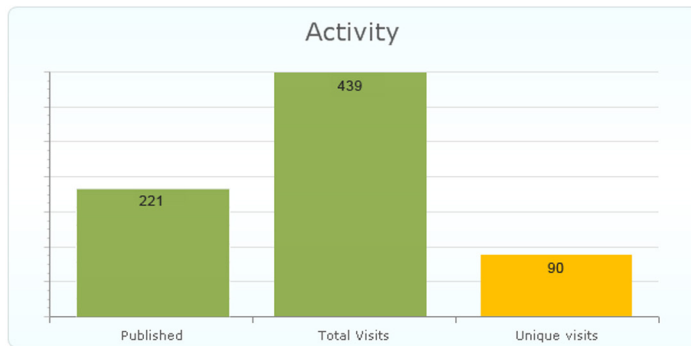


KM's AMP dynamically tracks and produces reports on all customer email activities in real time. The corporate marketing team is able to track and measure the campaign as it progresses.



All hits on a customer's personal landing page (pURL) were tracked and reported.

Giving reps the automated, page-by-page active tool to boost KM's marketing was 3:1 more effective in converting prospects to leads. The increased ROI over conventional marketing demonstrated the compound benefits of the L2 AMP solution. Not only did the AMP campaign allow KM Canada to understand its customers better, it created a successful launch of bizhub Press™ C8000 in Canada, and paved the way to future marketing by creating intelligent data to leverage successful 1:1 communications.



KM's AMP is designed to track and measure all sales rep activities. In this example, hits to the sales rep portal are dynamically tracked and reported.

Campaign Insights - What drove the high responses?

Response analysis showed the significant impact of sales reps joining into the marketing campaign—it was a strong driver for conversion.

In split tests, targets showed a much higher conversion when contacted by their sales rep

- 1.5% of people first contacted by direct marketing accepted the offer
- 4.5% of people receiving second contact by their sales rep accepted the offer, a much higher response rate of “conversion” to prospects

Closer analysis showed that 49% of contacts received both sales rep emails and direct mail. This group receiving both represented:

- 66% of the total leads converting from sales rep contact email
- a 16% higher conversion rate than contacts only receiving sales rep email

In this case, the Reps were 3:1 more effective than marketing alone, but both were important to drive the high-level response rate that made the campaign successful. Corporate marketing contact was vital to initiate broad awareness and drive up attendance.

The Future | KM's AMP as a Managed Channel for Both Marketing & Sales

As KM Canada markets to its client base through corporate efforts and sales rep channels, the L2 AMP Solution will continue to deliver high ROI and customer satisfaction by providing:

- In-depth information about each customer's needs
- Information for incentives to deepen relationships with sales representatives
- Marketing tools for sales to reach out directly to customers in the best way

Having raised the bar on conversion rates and successfully created a sales marketing channel, the KM AMP will be utilized as a managed channel approach. From the high-level marketing user, to the siloed sales rep, KM Canada is able to achieve its channel marketing goals. The future promises continued success and extended market reach using the Konica Minolta Automated Marketing Portal, powered by L2's FUSE Cross Media Technology.



L2 Inc. is the leading provider of web-based, integrated channel marketing technology solutions. Leveraging data-centric technologies, L2 solutions engage and track end buyers across digital, mobile and traditional marketing channels. L2's 'end-to-end' approach enables marketers and marketing services providers (MSPs) to implement solutions effectively meeting channel marketing needs in any vertical.



Interested in learning more about customized
Automated Marketing Portals (AMP)?

Contact L2 @ www.l2soft.com/contact

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