

## Direct Mailing:



Managed for a multi-national manufacturing company delivers high calibre leads for clients telesales team.

### Summary

*Our client is a manufacturer of office automation equipment. Direct marketing and specifically mailings are a key component of our clients marketing strategy. Over one million items were mailed to businesses throughout the UK, as we developed the partnership with our client to fulfil their direct mailing needs. Motivation were initially contracted to manage the campaigns for a fixed term of one year and yet we are still handling all of their mailing requirements after 5 years. This is typical of our commitment to excellence and continuous development of customer relationships.*

### Background

Our client is a European leader within their industry, and direct marketing forms an essential part of their marketing strategy. We ensure the management and fulfillment of the mailings are handled efficiently, cost-effectively, and, importantly in close co-ordination with the client's Contact Centre.

As the client's main mailing-house partner, Motivation is responsible for preparing and dispatching in excess of a million mail items a year for our client.

### Brief

Both prospective and existing customers were mailed on a daily basis, supplying a seamless operation from design through fulfilment to delivery. It is vital for our client to communicate effectively with its target market, uphold its professional brand image, and ultimately increase sales.

### Solution

Working closely with our clients' marketing team, creative agency and printers, we have implemented a spectrum of mailing solutions ranging from the traditional letter to innovative one-piece mailers. The direct mailing process includes various phases of fulfilment such as:

- Database management including file suppression, de-duping, validation and cleansing
- Laser and inkjet printing of text and recipients details
- Collation and insertion of mailing items
- Packing, sorting, labelling and bagging for postal collection

Our client is committed to saving its customers both time and money and so they 'practice what they preach'. Motivation optimises our clients' mailings to ensure they take advantage of the most appropriate and cost-effective Royal Mail postal rates including Mailsort, Presstream, and Cleanmail.

By delivering a transparent and seamless service, Motivation provides significant value to the client. This is evident in that the contract has been renewed many times over, and Motivation is now considered as an essential partner, rather than a cost effective supplier.

### Marketing Communications Manager

*"Our call centre staff rely on the leads generated by our direct mail marketing therefore, it is essential that this is dispatched reliably and to agreed time schedules. We are delighted with the service we receive from Motivation - it's an essential part of our total marketing strategy".*