



**ELK GROVE
GRAPHICS**

A Vomela Network Company

Multichannel Marketing Services



**Creators for the
Visual World**

MULTICHANNEL MARKETING SERVICES

Today's complex and sophisticated marketing strategies require nimble communication through multiple avenues, or channels. Timing is critical.

More than just email

Many people think and sell multichannel marketing as simple print and email. There's so much more to it, that they're missing out on some of the true power of these types of campaigns. Here at Elk Grove Graphics, we work with you to create a responsive campaign that can change itself on the fly to meet the needs, and sometimes unexpected developments in your campaign. From simple tracking of responses and timing of materials going out, all the way to coordinating with other marketing entities to increasingly target and repeat your message to qualified candidates, we work with you every step of the way.

The Multifaceted approach to marketing

From emails, to custom reporting, direct mail, list retargeting, confirmation letter campaigns, or just a standard Batch 'n' Blast email campaign, everything generates a report so marketers can study the impact and effectiveness of their campaigns, from email opens, to feedback sent. Everything that can produce a measurable result is tracked and reported on, often in real time.

Agility is a thing

With print and other fixed asset campaigns, once set in motion, they are out of your control and you can only wait for the results to come in, for good or bad. Multichannel campaign efforts, by their nature, when properly executed by a company like us, allow for marketers to react and respond to last minute changes or unforeseen responses within their campaign as it executes.

Did you unearth an unexpected pocket of responses in a region? Our platform allows you to put extra marketing effort there. Not getting the response you want? We can close that area out or cut your campaign short altogether. Your test run booming? We can change your marketing messages in real time to run with it. The limits are your creativity, and our ability to execute.





OUR SERVICES

Digital and Commercial Printing - Combining digital print capabilities with conventional press equipment to execute highly personalized materials

Variable Data Printing - Unlocking the power of personalized marketing with our security practices, database knowledge, and digital tools

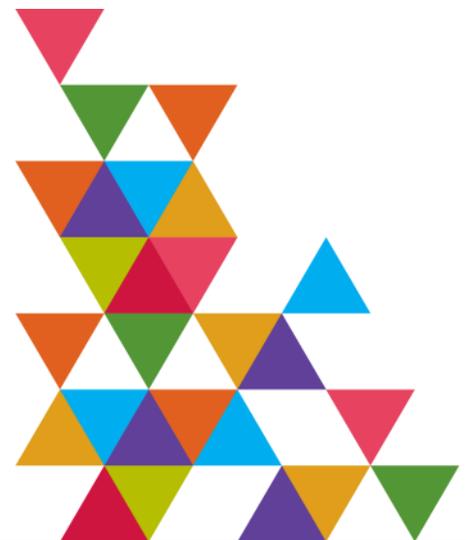
Electronic Storefronts - Managing and controlling your print and marketing assets while delegating the work of placing orders where it belongs, in the field

Direct Mailing Services - Handling direct mail programs for associations, nonprofits, HR departments, consulting firms, and Fortune 1000 companies for more than 40 years

Digital and Commercial Printing - Completing pick & pack, hand assembly, machine matching, inventory, and warehousing in-house

THE ELK GROVE GRAPHICS DIFFERENCE

In today's competitive marketplace, companies using personalized branding and marketing are winning the hearts and minds of their customers. Elk Grove Graphics' experience in dynamic print programs communicates the right messages at the right time to your target audience, providing measurable results.



Experience the Power of Print



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