

# Pages:

---

## **About Us Page:**

---

### About Us

---

We believe that your business is our business and that if you succeed, we succeed. That philosophy is at the center of everything we do. It is why we work hard to deliver the highest-quality products and services on time and within budget. It is why we strive to provide all our customers with first-class service each and every day.

We love what we do. There is no greater satisfaction than delivering a finished product that helps our client reach their goals and objectives. Every day, our passion enables us to take ownership of our customers' projects and see them through from concept to completion. It's an exciting and rewarding process.

We constantly strive to deliver the highest-quality products possible.

### Our Mission and Promise To You

---

Our mission is to provide you with the highest-quality products and services possible in a timely fashion and at a competitive price.

We promise to listen to you and help you achieve your business goals. We will always be there with honest, expert advice and quick, friendly customer service.

Our goal is to meet and exceed your expectations.

### Guiding Principles

---

We're proud of the strong roots we've built in our community. We pride ourselves on being a complete source for all of your business communications needs and have always been on the leading edge of technology. We understand that an investment in technology can actually save money by improving efficiencies.

We will continue to evolve as a diversely skilled, fast-moving team of professionals ready to learn from each other and meet whatever challenges our clients may face. We launched this cutting-edge website to make it easier for our clients to request estimates, place orders, check proofs, or transfer files online. We hope you find it as helpful as we do.

## GAIL IVEY Writing Sample (Printing Company Website)

---

### Printing Page:

---

#### We're More Than Just a Printer

---

High quality, quick turnaround and affordable printing are just the beginning of what we offer at Minuteman Press Nashville. With our unrivaled Customer Service and extensive range of capabilities, we give you abundant options for all your printing needs.

Providing fine printing for the Nashville area since 1995, we now bring services such as in-house bulk mailing and fulfillment under our roof to cut your average turnaround times significantly.

Building your foundation for an exceptional printed product is our Prepress & Graphic Design Team. You may choose to have your project printed with either fast and flexible Digital Printing, or the exceptional craftsmanship of Traditional Offset Lithographic Printing. And, after being completed by our Finishing & Binding Team, we promise that you'll be thrilled with your completed project

For an almost-complete listing of our Products & Services, [Click Here!](#)

## **GAIL IVEY Writing Sample (Printing Company Website)**

---

### **Offset Printing Page:**

---

#### **Offset Printing Gives You Exceptional Craftsmanship**

---

When you bring your large printing project to Minuteman Press Nashville, you can be assured that it will be printed on some of the newest and finest offset equipment available. Having recently upgraded our shop with superb equipment from Heidelberg and Ryobi, you have available for your project the finest old world craftsmanship combined with the newest cutting-edge technology.

Should your project require larger sheet sizes, long run capabilities, or aqueous and UV coatings, Minuteman Press Nashville's Offset Printing is the way to go. With our 4-color process and spot PMS (Pantone Matching System), you can be assured that your brand's colors are matched exactly.

Offset Lithography Printing has proven to provide the utmost quality and long-run economics, and our modern technologies and equipment assure stability and control of your project.

Producing and overseeing your project are our professional Press Operators, each of whom is a true Craftsman with many years of experience. During every run, your project's quality is protected by our Multi-Step Quality Control. Working closely with your Prepress team, multiple Press Operators will pull random sheets during your project's run, carefully inspecting each pullsheet for the craftsmanship and quality that is our hallmark.

## **GAIL IVEY Writing Sample (Printing Company Website)**

---

### **Digital Printing Page:**

---

#### **Digital Printing Gets It Done Fast!**

---

When your project requires a quick turnaround, Digital Printing from Minuteman Press Nashville is your solution. Ideal for low volume, short run jobs with a smaller budget, the versatility of Digital Printing may surprise you.

With our Digital Printing, you can choose either full color or black and white for your catalogs, books, and mailings

Variable Data and Variable Imaging, combined with Mail Merging, makes it possible for you to personalize each brochure, postcard, or other business communication with names, images, and details. Your clients, customers, and business associates will read more when your mailing is addressed directly to them.

Digital Printing's short run capability makes it possible for you to print only what you need, when you need it, eliminating much of your storage and waste problem.

And we don't scrimp on Quality Control with your Digital Printing project, either. Working closely with your Prepress team, our Digital Operators constantly monitor your project for consistency and excellence.

## **GAIL IVEY Writing Sample (Printing Company Website)**

---

### **Print Preparation Page:**

---

#### **Prepress Builds the Foundation for Superior Results**

---

When you entrust your printing project to Minuteman Press Nashville, our Prepress team is at your service to insure your project's superior results. We not only make your job easier, but we also make certain that its quality will make you shine.

We accept any file format, so regardless of what graphics software you use, or whether your file was created on a Mac or a PC, our Prepress team makes certain that your graphics file gives you the impeccable results you deserve.

Every file is personally inspected by one of our experienced technicians, each of whom have many years of proficiency in multiple platforms.

Your graphics technician works directly with you to insure that your project's final result is just as, or even better than you had planned. You have a direct line to our Prepress and Graphic Design Departments, enabling us to work together with you until everyone is satisfied.

Because we carefully troubleshoot every file, we are able to locate potential problems before sending your job to press. We have "saved the day" for many of our customers by detecting these hidden problems.

After troubleshooting and photo retouching, we immediately put your project into our Complete Digital Workflow, making certain that your project gets personalized attention every step of the way, and insuring consistency, accuracy, and speed.

## **GAIL IVEY Writing Sample (Printing Company Website)**

---

### **Finishing & Binding Page:**

---

#### **Our Finishing Department Makes You Shine!**

---

Printing your project is only part of the job. Minuteman Press Nashville doesn't consider your project complete until our Finishing Department is satisfied. When you entrust your documents to us, they are properly finished and bound to give them the polished, professional look that your image deserves.

A wealth of options is available to you for the Binding and Finishing of your project. After you peruse the list below to make your preliminary choices, our technicians can make expert recommendations for the best finishing options appropriate for your project.

What Precision Finishing Options would you like?

- Die-cutting, Embossing, Laminating, and Foil Stamping
- Collating, Hole-Drilling, Trimming, and Scoring
- Binding, Booklet Making, Tabbings, and Padding
- Folding, Basic and Specialty
- Specialty Coatings such as Aqueous, UV, or Varnish

What Bindery Options would you like?

- Quick and easy plastic Comb Binding for proposals and presentations
- Popular Saddle Stitching for multipage brochures or POP pieces
- Side Stitching for flipping quickly through your document
- Professional Presentation of Spiral Coil Binding
- Perfect Binding for the hidden binding of books and magazines
- Customized Three-Ring Binder with your perfectly designed cover inserted into the front of your binders. Custom printed tabs are available for the inside.

Only when our Finishing Craftsmen have concluded your project, and our Quality Control Technicians are satisfied that it is superbly finished, do we consider it completed. When you have your project printed at Minuteman Press Nashville, you can be assured that we will be satisfied only when your project looks beautiful and makes you shine!

## **GAIL IVEY Writing Sample (Printing Company Website)**

---

### **Document Management Systems Page:**

---

#### **Do You Need Our Asset Management Portal?**

---

If you are a regional or national company with several locations, or look to channel partners for your marketing, our Asset Management Portal will revolutionize the way you do business. And since it's scalable, it works with any size organization, whether you have 5 locations or 500.

With Minuteman Press Nashville's document management system, you have your own customized platform in which to store, track, and modify your various collateral documents. Orders made by your various outlets are easily edited, ordered, and tracked. It is one of the most intuitive portal systems available, providing user friendliness and unrivaled functionality. In addition, triple redundant servers guarantee uptime and offer 128 bit encryption for privacy. Security, functionality, and ease of use meet the highest standards of our well-satisfied clients.

Not only is your Asset Management Portal custom designed around your business and your products, but your portal administrators can speak directly to the graphics staff member who makes your changes. Your requested change is completed in less than 48 hours!

Your administrators have total control from their desktops, allowing them to set or adjust permissions and budgets for every user. And our varied approval workflows allow you to set different levels of approval for different purchasers!

Our Print-On-Demand makes your more powerful marketing pieces simple and inexpensive, and with our Quick Shipping, you are guaranteed that all inventoried forms are where they need to be, when they need to be there.

Your own customized Asset Management Portal from Minuteman Press Nashville can give your company Streamlined Collateral Management, simplify your Direct Marketing, and provide you with Dynamic Dashboard Reporting. Maintenance of your Brand Integrity while allowing for individual Customization couldn't be easier than with our Asset Management Portal!

## **GAIL IVEY Writing Sample (Printing Company Website)**

---

### **Streamlined Collateral Management Page:**

---

#### **Save With a Streamlined Collateral Management System**

---

Your marketing operation may offer huge opportunities for cost savings in the procurement, production, storage, and distribution of marketing materials such as collateral documents, promotional items, and point-of-sale displays.

Our Asset Management Portal provides a comprehensive and easy-to-use solution that drives significant, measurable improvements throughout your marketing materials supply chain. By combining online materials management and ordering, state of the art on-demand print production, and complete fulfillment services, you are able to reduce costs and improve go-to-market effectiveness. No longer will you need to store and manage large quantities of collateral materials.

Your innovative Asset Management Portal contains your Document Library, an organized, graphic listing of your frequently-ordered products. Designed to help you simplify the ordering process of frequently ordered items, everything you need can be posted in a central location, allowing 24/7 access to everyone in your company who has the authority to place orders. For employee orders that need to be verified before we receive them, we offer an order approval tool.

From your Document Library, you can view past documents and reorder the quantities you need, providing, faster, easier, and more accurate orders. We can even enable you to personalize, edit, and submit business cards and other variable data projects online with web-based editing and publishing utilities.

When entering orders within your portal, prefilled variables by business unit eliminate human error.

And because we go to great lengths to assure accuracy, your Asset Management Portal contains an online proofing system so you can quickly view your items from your computer. You have the opportunity to review the document before it goes to press.

Use the shipping carrier of your choice! You can continue to capitalize on the leveraged, lower shipping costs you currently enjoy. Billing for shipping can be handled through Minuteman's system or billed directly to your existing account with a national shipper.

You can predetermine shipping types and costs. If your user should be shipping via courier, establish that courier and the cost ahead of time. Offer that shipping method as a simple drop-down menu option available to your user at the time the order is submitted. Minuteman automatically generates shipment confirmations, including the tracking number and shipment method selected!

## **GAIL IVEY Writing Sample (Printing Company Website)**

---

With your new Asset Management Portal from Minuteman Press Nashville, you will not only streamline your collateral procurement processes, but you will eliminate the waste created by marketing materials that become obsolete before they can be used. Your marketing partners will receive their needed collateral much faster, and will always be using fresh and accurate marketing materials!

## **GAIL IVEY Writing Sample (Printing Company Website)**

---

### **Brand Integrity & Customization Page:**

---

#### **Allow Individual Customization & Protect Your Brand Integrity**

---

Do you customize your marketing messages and materials for specific buyers or audiences? Until now, customizing marketing materials has been a cumbersome, time-consuming, and costly process. You probably face these two equally unattractive alternatives when ordering your customized marketing materials:

- Allow field sales personnel, local branch managers, and/or sales channel partners to create and produce customized materials. This approach causes loss of control of brand messaging and brand presentation, resulting in low quality, “off brand” marketing materials.
- Perform all document customization within the corporate marketing department. This approach can work if the marketing budget is unlimited, but otherwise it quickly becomes cost prohibitive.

With our Asset Management Portal solution, you no longer need to choose between maintaining control of your brand and reaping the benefits of using customized marketing materials. By combining powerful online document customization tools with the ability to produce custom materials in very low quantities (even down to a quantity of one), Minuteman Press Nashville puts the power of relevant marketing at your fingertips and within your budget.

#### **Take control of your brand!**

---

Now, with your Asset Management Portal from Minuteman Press Nashville, you can maintain a consistent brand image throughout your organization. Your sales team or local branch will be able to access branded templates; then personalize to their particular needs, targeting the message and improving marketing effectiveness.

## **GAIL IVEY Writing Sample (Printing Company Website)**

---

### **Simplified Direct Marketing Page:**

---

#### **Simple. Easy. Powerful.**

---

Despite the recent emergence of social media marketing, direct mail and email remain powerful marketing tools. Unfortunately, many companies are not reaping all of the benefits that effective direct marketing can provide. This is especially true if you market through sales partners such as local sales offices or branches, independent agents, franchisees, and value added resellers. In these distributed marketing environments, your company must rely heavily on the marketing efforts of sales partners. When your partners don't market effectively, your revenues suffer.

To increase the frequency and boost the effectiveness of your sales partners' direct marketing efforts, you can enhance their marketing support programs in two ways:

- Enable them to customize direct marketing programs to fit their specific marketing needs.
- Make it simple for them to create and execute customized direct marketing programs.

With your Asset Management Portal from Minuteman Press, you are able to accomplish both of these objectives. In addition to managing marketing collateral documents, promotional items, and point of sale displays, your customized Asset Management Portal system provides a powerful and easy to use platform for creating and executing customized direct marketing campaigns. Sales channel partners can select from a variety of direct mail and email templates, modify those templates to suit their marketing needs, and upload or purchase a mailing list.

And then, we do all the rest. Simple. Easy. Powerful.

## **GAIL IVEY Writing Sample (Printing Company Website)**

---

### **Dynamic Dashboard Reporting Page:**

---

#### **Access the Details of Your System Activity**

---

To provide accurate forecasts and budgets for all of your collateral materials, you must know exactly what your channel partners and branches are consuming... and what they are not. In order to achieve this understanding you require solid data on every purchase made.

Our dynamic dashboard reporting enables you to monitor and measure collateral consumption right from your desktop and your managers and supervisors can have access to the same information. With the strength of your Asset Management Portal from Minuteman Press Nashville, you control everything. Your supply chain can be in perfect harmony when you have system controls that can:

- Set purchasing parameters for your employees. Determine which materials, campaigns and programs are available to them and their budget.
- Track ancillary expenses such as shipping.
- Track all material movement for your entire organization from your desktop or mobile device.

Your business is unique. Your solution needs to be flexible. With the collected data and reporting capabilities, your Asset Management Portal brings all of this power to your organization. No more waiting for updates on inventories, searching for order tracking results, or long delays in distribution of your collateral materials. Now you can enjoy a smooth, synergistic supply chain experience, no matter how many partners or users your organization supports.

Your Prebuilt and Custom Reports provide detailed information on all your system activity - the way you want to see it!

## **GAIL IVEY Writing Sample (Printing Company Website)**

---

### **Success Story Page:**

---

#### **Success Story: Direct General Corporation**

---

Direct General Corporation provides insurance and financial products through over 400 locations, over 100 mobile agents and affiliates, via the internet, and through phone sales. They employ approximately 2,400 people and boast annual sales of approximately \$500 million.

When they needed to streamline their marketing collateral supply and distribution, they came to Minuteman Press Nashville for a custom Asset Management Portal solution.

Direct General, with their three distinct brands, faced several significant challenges in managing and distributing the required legal documents and marketing collateral.

#### *Direct General's Challenges*

---

1. The first challenge was in creating an online solution for roughly 700 individual users divided into 30 distinct groups, each with varying levels of purchasing permissions. Further complicating matters, each group required specific product availability.

2. Although Direct implemented an online solution in 2003, it was not scalable to accommodate all the needs of their new users in the field. They needed a system that would grow with the company.

3. All orders were manually processed through one of two departments at corporate headquarters, an expensive and labor-intensive process.

4. Each user in the field was required to contact the marketing department for marketing materials or the fulfillment department for all legal forms and office supplies. Orders were produced through various vendors and shipped individually.

5. Finally, no method existed for local marketers to customize their local marketing collateral. Direct realized that it was time for a change.

#### *Our Customized Solution*

---

Direct recognized that the Asset Management Portal system from Minuteman Press Nashville delivered all of their company's required features.

Even more, we offered more functionality than they had even known to consider. We made it easy for Direct General to move into their new system.

There was no software to buy, no updates to remember. Direct General moved seamlessly and easily into their new Asset Management Portal solution, and streamlined their entire

## GAIL IVEY Writing Sample (Printing Company Website)

---

process of customizing, producing, and distributing their marketing collateral and legal forms. In addition, the system enabled flexible customization of marketing materials while ensuring brand standards remain intact, regardless of brand.

### *Successful Results!*

---

In just the first year of using their new system, Direct General Corporation showed impressive quantifiable results. Take a look at what we enabled them to achieve!

50% reduction in direct labor associated with fulfillment within 12 months of implementation. Multiple corporate positions were eliminated or re-purposed.

Over \$30,000.00 in shipping and warehousing expenses were cut in the first year.

Direct enjoys over 99.96% order accuracy and shipment fulfillment.

Human error and overconsumption were controlled by setting order quantity and budget parameters.

Through dynamic dashboard reporting, they now know exactly who is marketing and how much is spent.

The efficiency strategy, data collection, implementation and training were completed inside of 90 days.

Each user orders directly from the suppliers, cutting procurement intervention to near zero.

Easy access to everything from any internet ready device – Desktop, Laptop or Mobile Device.

Consistent, leveraged pricing on all materials – one vendor, one low price!

No more overpriced, overnight copy center or local printer expenses.

Streamlined process of customizing, producing and distributing personalized local marketing collateral.

The completely digital system provided Direct the satisfaction of doing its part to sustain the environment.

Less labor - Fewer headaches.

### Is Our Asset Management Portal System Right For You?

---

Minuteman Press's Asset Management Portal System provides today's marketing teams with the tools they need to automate their collateral supply process. We empower you with the

## **GAIL IVEY Writing Sample (Printing Company Website)**

---

ability to maintain control of your brand identity, while providing your sales partners the ability to customize marketing materials. Localized messages will increase your revenues.

Our Asset Management Portal platform also provides controls to eliminate human error and overconsumption. Minuteman Press Nashville offers a complete platform solution in addition to full printing, mailing, fulfillment, and distribution services.

## **GAIL IVEY Writing Sample (Printing Company Website)**

---

### **Direct Mailing Page:**

---

#### **Like Having Your Very Own Mail Department**

---

When you entrust your Direct Mail campaigns to Minuteman Press Nashville, you get mailing service and technology that is an extension of our print and marketing expertise. With Direct Mail experience since 1995, and over 1,000,000 pieces of Direct Mail annually, we always make sure your mailings are executed in the most professional manner possible.

Here at Minuteman Press, we have the knowledge and technology necessary to complete even the most complex direct mail programs. We employ USPS trained and certified employees who possess years of experience in bulk and direct mail, making us a leader in the Nashville area direct marketing market.

When you choose us as your very own Mail Department, your mailing campaign goes straight from the press into the mail, slashing days off normal production times. Enhancing your marketing results dramatically are our Variable Imaging and Variable Data capabilities, and, we know the tricks and use the tools to save big money in postage!

Add to all that the convenience of dealing with a single source for the design, list procurement, and print production, and you'll find that Minuteman Press mailing service is the best choice for you.

## **GAIL IVEY Writing Sample (Printing Company Website)**

---

### **Mailing Lists**

---

#### **Extremely Accurate Mailing Lists... Your Key To Success**

---

We offer extremely accurate mailing lists. First we can narrow the list to very specific geographic areas like zip codes, area codes, or a radius from a single address. Then we can limit the list even more by adding hundreds of business and consumer demographic filters from basic age, income, home owners and life styles to SIC codes, employee count, sales volume and many more. The bottom line is, a great mailing list controls costs and maximizes response rates.

When you entrust your Direct Mail campaigns to us, you get the most accurate, closely targeted mailing list available, outstanding cost control, and incomparable response rates.

## **GAIL IVEY Writing Sample (Printing Company Website)**

---

### **Postal Regulations Page:**

---

#### **We Are Tenacious About Post Office Regulations**

---

Year after year, the United States Postal Service constantly updates and revises mail regulations affecting all areas of the direct mail process. Get these wrong, and your mailing will cost you more and might even be rejected at the post office. We understand these changes and make sure your mailing is fully compliant to ensure that it goes through at the least cost and without incident.

Our staff of USPS trained and certified employees is constantly ongoing training to stay current on these continually changing USPS regulations. After all, if a company isn't certified by the USPS, they aren't a real Direct Mailer. Correctly trained and certified employees assure you the lowest postal rates for your Direct Mail Campaign.

Here at Minuteman Press Nashville, we not only possess years of experience in Bulk and Direct mail, but are also certified in the newest regulation, the USPS Full Service Intelligent Mail Barcode.

## **GAIL IVEY Writing Sample (Printing Company Website)**

---

### **We Deliver! Page:**

---

#### **On Time. On Target. On Budget.**

---

From simple postcard addressing to the most complicated fulfillment project, Minuteman Press Nashville does it all.

Newsletters with tabs are a breeze, as are envelope packages with multiple pieces inside. With our highly trained personnel and the latest mailing equipment, your Direct Mail Campaigns are completed flawlessly.

When you need your mailing out on time, on target, on budget, call Minuteman Press Nashville!

## **GAIL IVEY Writing Sample (Printing Company Website)**

---

### **Full Service Marketing Page:**

---

#### **Connecting to Your Customers Has Never Been Easier!**

---

Here at Minuteman Press Nashville, we make it easy for you to connect, not only to your best potential customers and leads, but also to your hard-won existing customers. With our extensive experience in all facets of marketing, we are able to help you build successful, profitable, long-term relationships that are beneficial to both you and to your future customers.

As your Full Service Marketing Agency, we work with you to drill deeply into your business plans and needs, precisely identifying your best future leads. Knowing who your most valuable target clients are enables us to create the perfect Marketing Campaign to draw your ideal customer to your business.

With the identity of your best prospects in mind, we create your highly targeted Marketing Campaign - an exceptionally successful campaign that will exceed your expectations, reach your ideal prospects, and turn leads into fruitful, long-term relationships.

And we're not just about getting new leads and clients! Our expertise in custom-tailoring great Customer Loyalty Programs will keep your name in the minds of for your existing customers, bringing them to your business more often and more faithfully.

Whether you need a Simple Print Campaign, or a Complete Integrated / Cross Media Marketing Campaign, or anything in between, Minuteman Press Nashville's creative and technical talent and resources are here to generate your leads, find your new customers, and keep your existing customers even happier.

## **GAIL IVEY Writing Sample (Printing Company Website)**

---

### **Promotional Items Page:**

---

#### **Advertising Specialty Items - For Outstanding Results!**

---

Did you know that 62% of people who received a promotional item did their first business with the advertised company AFTER receiving the item? When you add Promotional Items to your Marketing Campaign, response rate and customer faithfulness are increased dramatically. Here at Minuteman Press Nashville, we are ready to help you with the Advertising Specialty Items that are best suited to your business and target audience.

And, your Promo Item does more for you than just work as a portable billboard. Your promotional product can also increase sales performance and productivity, increase employee morale, and keep your hard-won customer base loyal. Your best Promo Items are functional, practical, and targeted to your specific audience's needs, which is why Minuteman Press Nashville offers almost 40,000 different items in a huge array of categories for you to choose from.

Our team of experienced branding professionals is accomplished at making expert recommendations on which Promotional Items are best to use for your giveaway. And, we will make sure that your brand's logo and message are properly executed on your Advertising Specialty Item. Call Minuteman Press Nashville today to create a memorable, effective giveaway for your upcoming Advertising Campaign, Special Event, or Trade Show.

## **GAIL IVEY Writing Sample (Printing Company Website)**

---

### **Creative Concepts Page:**

---

#### **Creative Design Concepts**

---

When you come to Minuteman Press Nashville for your Marketing Campaign, you have the talent and expertise of our full Creative Team at your service. Your business deserves to have its own unique personality, voice, and approach to marketing, and our professional artists, writers, marketers, and technical gurus are more than up to the task, whether your needs are simple or complex. Your image is critical, and we will never present you with cookie-cutter Graphics, Copywriting, or Marketing Plans.

Your Advertising success depends as much on technical data as it does on the creative. We combine the two to bring you a powerful Marketing Plan that protects your Brand Integrity and unique voice, while bringing you outstanding results. Even with the simplest Print or email Campaigns, we utilize state-of-the-art technology. Whether you need a Simple Print or email Marketing Campaign, or a Complete Integrated Multi-Channel Marketing Plan, we have the expertise and talent to develop and execute the strategy you need.

Before you start marketing your business, you need a great Logo. Your logo is most important because it will become the basis for all your advertising materials: stationery, packaging, signage, and promotions. Reflecting the overall image you want your company to convey, your logo gives the public a feel for what your company is all about. At Minuteman Press Nashville, our Creative Team can create a logo for you that will enable your success in marketing. And, if your business is in need of an updated logo, we will protect your brand's integrity while refreshing and renewing your image.

You may be tempted to write your own ad copy, headlines, or emails - after all, nobody knows what you want to say better than you do, right? Not necessarily. Here at Minuteman Press Nashville, our copywriters are professionals experienced at writing "I must read this" headlines, compelling ad copy, and convincing emails - and we do it all as part of your overall Marketing Campaign, in your company's unique personality and voice.

At Minuteman Press Nashville, we are your partner, not just another printer. We will work with you, putting together the perfect combination to insure consistency, grow brand recognition, and emphasize your business's voice and personality.

## **GAIL IVEY Writing Sample (Printing Company Website)**

---

### **Print & Email Campaigns Page:**

---

#### **Combining Tradition and Technology**

---

With so many media options for your advertising campaigns, thinking about creating and implementing a plan can be daunting. Because of that, many companies are not reaping the benefits that effective direct marketing can provide. Here at Minuteman Press Nashville, we are accomplished at creating effective campaigns using the newest, most cutting-edge mediums and technologies.

Using Variable Data Printing, we can create a Personalized Message campaign with text and imagery that speaks personally to each prospect. We greatly increase your response rate and effectiveness using, for instance, your prospect's name written in the clouds, combined with testimonial sources of the same ethnicity, age range, and gender of your prospect. With copy within the body of the message tailored to speak directly to your individual prospects, your results are increased even more dramatically.

Your campaign may include SMS Technology (Short Message Service), QR Codes (Quick Response Codes), Landing Pages, and/or Personalized Landing Pages (PURLs). These powerful new technologies encourage your prospects and customers to make an immediate response. The dramatic results you gain using these new technologies are extraordinary.

When you put your marketing campaign into our hands, your prospects and customers may be spoken to in an individual, unique way, using both traditional methods and these rapidly expanding technologies. You are assured that your results will exceed your expectations.

## **GAIL IVEY Writing Sample (Printing Company Website)**

---

### **Complete Integrated / Cross Media Marketing Page:**

---

#### **Your Solution for Extraordinary Results**

---

Integrated Marketing is a cross-media campaign that strategically combines print, email, and web media, providing you with extraordinary, quantifiable results. You can depend on Minuteman Press Nashville to deliver your very best, most winning campaigns using Integrated Marketing.

Beginning with a totally personalized mailpiece, the themes, text, and images are customized to communicate personally with every individual. Not only that, but every mailpiece is a custom-tailored invitation to an online information exchange.

Accepting your invitation, your prospect, Jill, lands on her very own personalized website, a page that speaks directly to HER! She answers your targeted questions, enabling you to gain valuable insight to her needs. Then, she moves to another page and updates her contact information. Your records are updated real-time, and Jill looks forward to receiving her reward.

Then, to Jill's surprise, her Thank-You page contains an offer that matches her wants!

The key to closing the deal with Jill is to respond immediately to her needs. First, she receives an immediate personalized automatic email. Simultaneously, automatic lead alerts are sent directly to your sales team, enabling them to respond immediately.

And finally, right from your desktop, you can quantify all of your campaign results, answering all your questions with reports that are accessed through your own personalized dashboard. Our ROI Calculator makes it easy for you to determine your return on investment.

We know that all this sounds complex, but when you entrust your Complete Integrated Marketing Campaign to Minuteman Press Nashville, you can be assured that it will be executed flawlessly, resulting in superior results!