

 MindFire Presents

How Innovative Print Use Cases Are Driving Economic Recovery & Growth for Printers, Inplants, & Agencies

An exclusive live interview with Mary Ann Geers of GPA

Date
Aug 27, 2021

Time
8:30am PT | 11:30 ET



Mary Ann Geers

Senior Vice President of Corporate Strategy, GPA



Mackenzi Leinders

Director, Sales & Demand Generation, MindFire



Dave Rosendahl

President, MindFire



Joseph Manos

Executive Vice President, MindFire

WE'RE LIVE!

Chat on LinkedIn & Zoom

Connect on LinkedIn

Stay interactive!



David Rosendahl

MindFire Helps Printers,
Agencies, SMBs 2X their leads...





David Rosendahl

Two-time Inc 500 Fastest Growing
Software Company

Thousands of Printers, Agencies,
B2B/B2C Orgs

OptiChannel Marketing Technology →
awareness, leads, sales



Service Providers

Shutterfly

Canon

CANON SOLUTIONS AMERICA

Cenveo



FREEDOM



Sir Speedy

DELUXE



QUAD/GRAPHICS

alphaGraphics



IWCODIRECT

fiserv



SA Sandy Alexander



EARTHCOLOR

Thousands of Global Brands





**OptiChannel means
“Optimal Channel”.**

***Brands must be
where the
consumers are,
whatever the
channel.***



JUST
MARRIED

4
B4

What kinds of Direct Mail campaigns are working?

How can I use QR Codes to lift response?

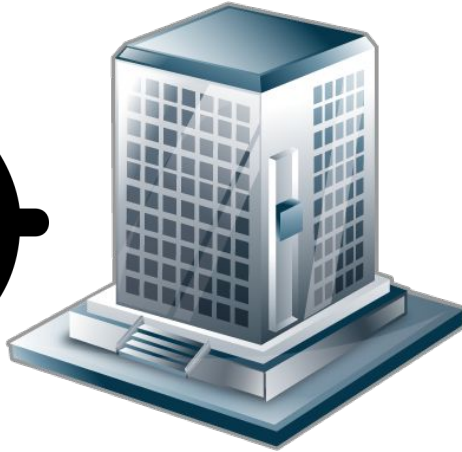
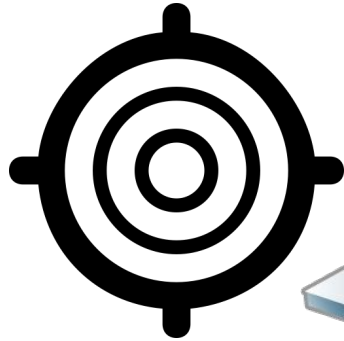
How does Social boost Direct Mail response?

Where's my audience hanging out?

Help me sell something new to my Clients!



We enable you to sell & build OptiChannel campaigns for your Clients



We help you

market your services

to increases your sales.

 MindFire Presents

How Innovative Print Use Cases Are Driving Economic Recovery & Growth for Printers, Inplants, & Agencies

An exclusive live interview with Mary Ann Geers of GPA

Date
Aug 27, 2021

Time
8:30am PT | 11:30 ET



Mary Ann Geers

Senior Vice President of Corporate Strategy, GPA



Mackenzi Leinders

Director, Sales & Demand Generation, MindFire



Dave Rosendahl

President, MindFire



Joseph Manos

Executive Vice President, MindFire





Market Dynamics

- Like nothing we have seen before
 - Price increases - multiple -
 - Allocation
 - Force Majeure
 - Covid factors
 - Consumer confidence in June rose to its highest level since pandemic began



15% of consumers believe that providers who sent printed communications were more serious about winning and keeping their business.

-Keypoint Intelligence; August 2021



Cut through the clutter

- Features like QR code links to coupons
- Unique substrates



CPA
LIQUID INK X
Specialty papers
Sirio pearl cover
Rose gold
110 #



FEATURES

- FSC® Certified
- Made with ECF pulp
- Double-sided, light-fast colors

APPLICATIONS

- Publications
- Packaging
- Corporate literature

MARKETS

- AUTO
- REAL ESTATE
- PHOTO

Product: QLBPCG110MX
Size: 20.81 x 29.53

GSM
CALIPER
MICRON
MMT

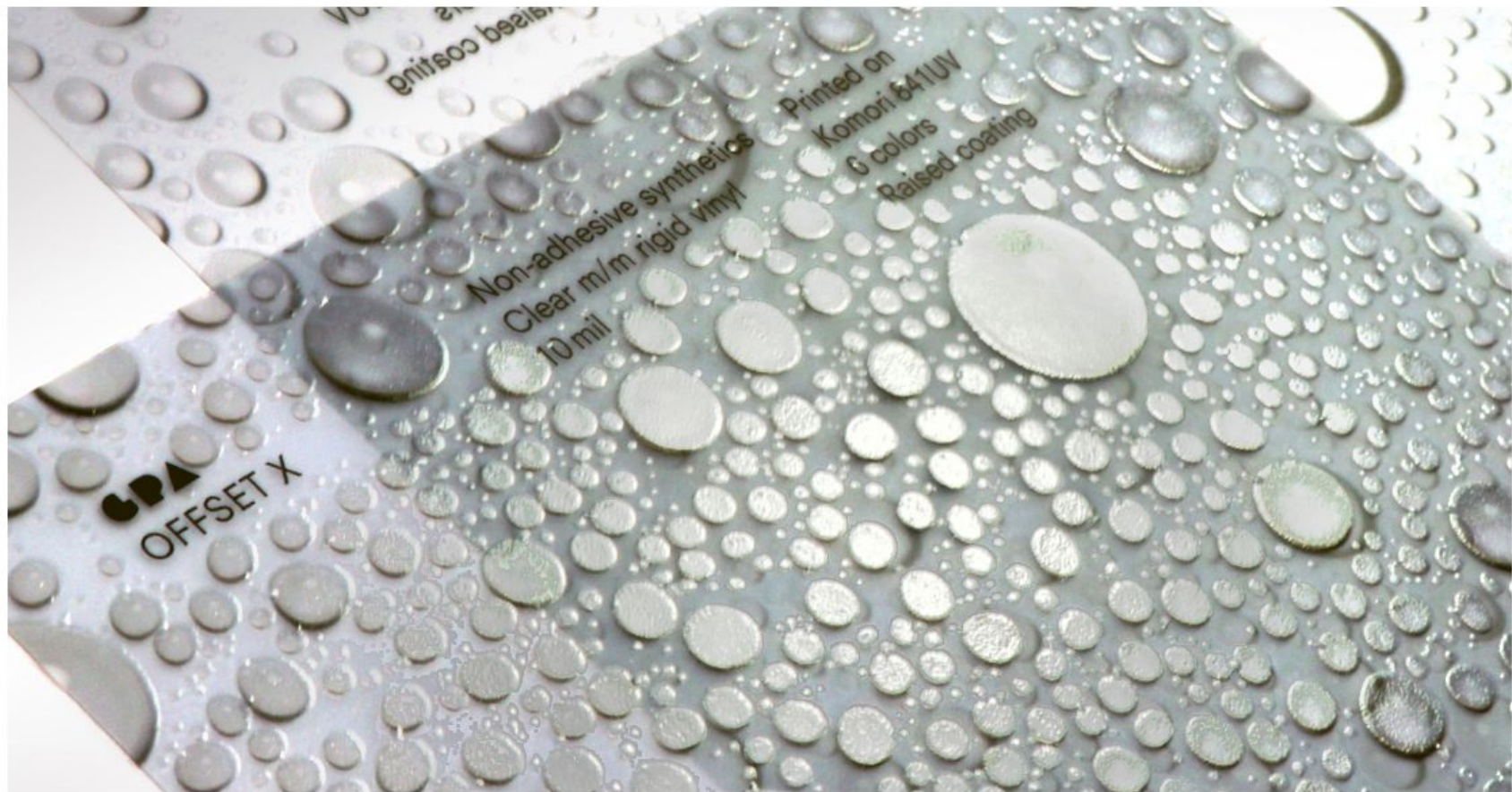
250
0.0130
330
283

CPA
LIQUID INK X

Specialty papers
Sirio pearl cover
Rose gold
110 #

Printed on
HP Indigo
5 colors
Gloss varnish









Animal Rescue League (ARL) Adopting new marketing techniques and valuable knowledge



Industry: Non-profit
Application: Direct Mail
Solution: HP Indigo 5500

The Challenge

- Understand how customers were finding out about (ARL).
- Customers feelings about their animal adoption experience.
- Garner opinions about the value of ARL services
Collect email addresses.

The Strategy

- Execute two-version of the postcard (cat & dog adopters).
- Utilize personalization and PURL technology to individuals who had adopted animals within the last two years.


The Results

- 11.4% of recipients completed the survey.
- Only 2% of recipients found out about ARL from radio/TV ads, ARL rethinking their media spend.
- They collected over 300 new email addresses.





**LET'S
DISCUSS**



**Would You
Like to Learn
More?**

HOW WE CAN HELP:

WE ARE DIGITAL PRINT.

We've set aside time in the next week to speak with you, and discuss how you can **grow revenue by selling OptiChannel services to your Clients.**

Spaces are very limited

SIGN UP NOW AT:

MindFireMarketing.Com/Yes

WHO IS THIS FOR:

[1] Printers, Agencies, Marketing Services Companies

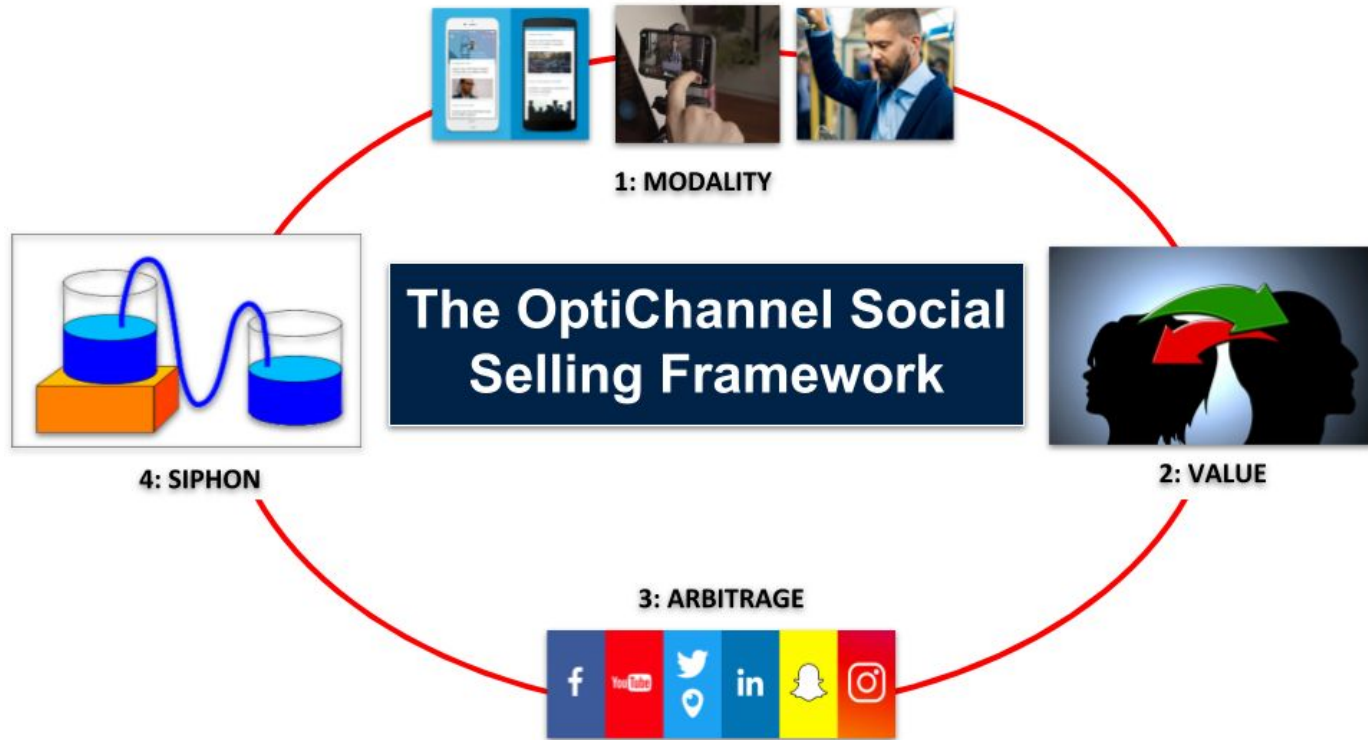
[2] Owners, leaders, sales, marketing, production

[3] Who realize they need to serve Clients more effectively, and need to grow revenue & margins

What You'll Get:

On the session, we'll help you get:

- Clarity about EXACTLY what your goals are;
and
- The SPECIFIC steps you can take to market, sell, and service/support your Clients with **OptiChannel**



We'll give you an overview of the training, software, and new practices you need to **the BEST results in the shortest possible time.**

Spaces are very limited

SIGN UP NOW AT:

MindFireMarketing.Com/Yes

Now You Have Two Options ...

First option: Do nothing, and miss this opportunity to speak with us and our expert team (free)

Second option: Schedule a session, and see if selling (or ramping up) OptiChannel services to your Clients makes sense

Spaces are very limited

**SIGN UP NOW
AT:**

MindFireMarketing.Com/Yes

The screenshot shows the MindFire website landing page. At the top, there is a navigation bar with links for Home, Pricing & Plans, Watch a Demo, Blog, Resources, Solutions, and Log In, along with a 'FREE TRIAL' button. The main content area features a large heading: 'OptiChannel Communication Software, Services, & Training to power your business'. Below this is a testimonial from Bill Hodges, VP of Sales & Marketing at Boutwell Packaging Co., who praises MindFire for its impact on his business. To the right of the testimonial is a 'TALK TO US:' contact form with fields for Name, Email, and Phone, and a text area for goals, followed by a 'Submit' button. At the bottom of the page, a row of logos for partner companies is displayed, including Kasasa, Tribune Direct, Dscope, Andrew Associates, think patented, Webinars by the Group, Firespring, and SourceLink.

MindFire Home Pricing & Plans Watch a Demo Blog Resources Solutions Log In **FREE TRIAL**

OptiChannel Communication Software, Services, & Training to power your business

Learn why the world's leading
Printers, Agencies, & Organizations
choose MindFire to become truly
OptiChannel.

MindFire is the lifeblood of our efforts to change how we communicate with prospects & clients. You've empowered me as a marketing & sales manager. Your offering is far above that of a software company. When the pandemic is over, I might be indebted to you for the survival of my 133 year old company. Thank you!
Bill Hodges
VP of Sales & Marketing, Boutwell Packaging Co.

TALK TO US:

Your Name (required)

Best Email (required)

Best Phone (required)

What are you hoping to accomplish with MindFire?

Submit

KASASA **tribune direct** **Dscope** **Andrew ASSOCIATES** **think patented.** **webinars by the group** **Firespring** **SOURCELINK**

If You Don't Think You're a Fit Yet ...

We're using other tools ...

We've tried before and failed ..

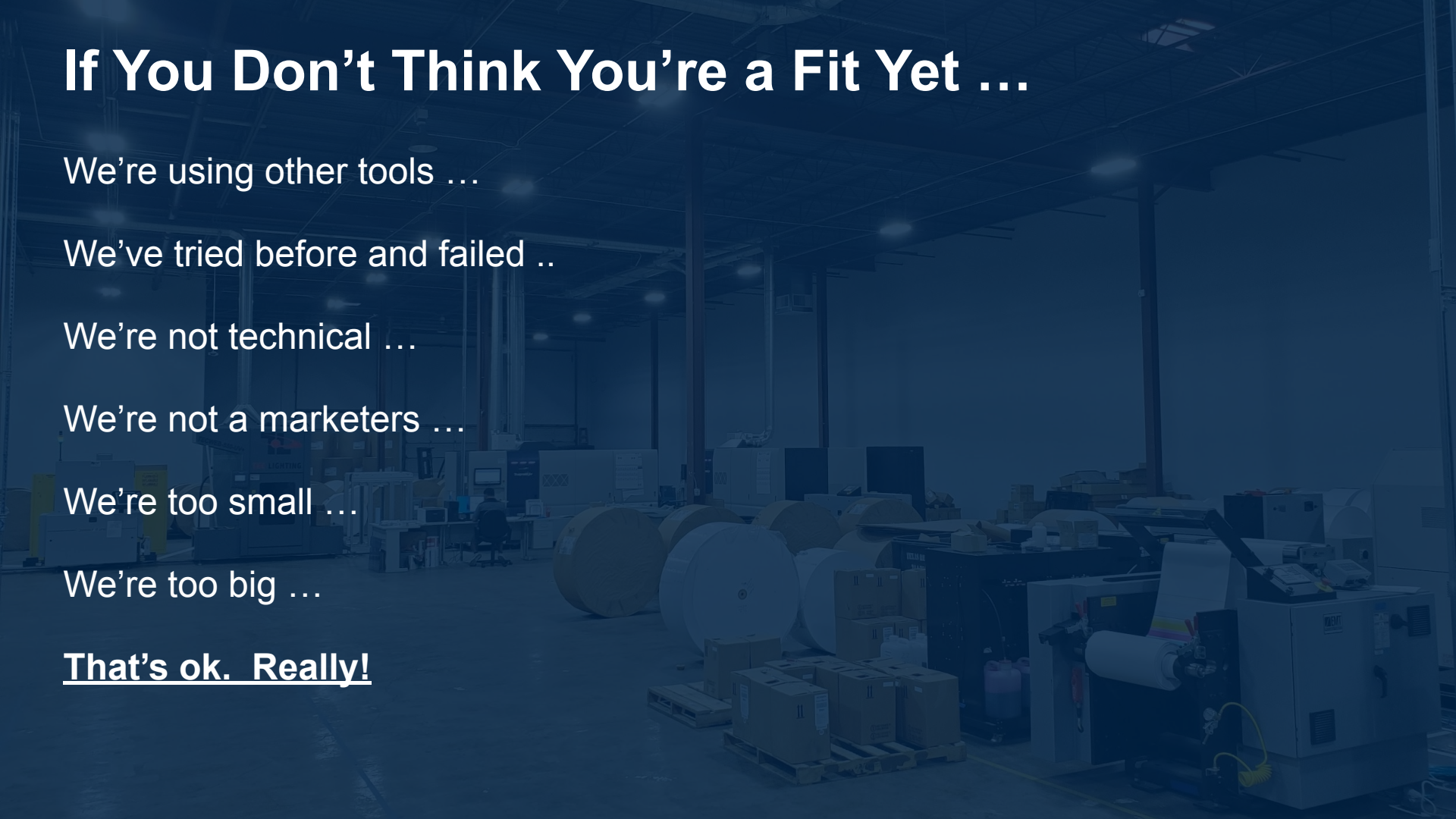
We're not technical ...

We're not a marketers ...

We're too small ...

We're too big ...

That's ok. Really!



Spaces are very limited

SIGN UP NOW AT:

MindFireMarketing.Com/Yes

Why is This More Important Than Ever Before?



Jacqueline Strako
*Chief Commerce and Business
Solutions Officer*
United States Postal Service

There are distinct and powerful advantages to optimal channels, as compared to single-channel approaches to marketing ^[1]

Brands:

- Experience a 287% higher purchase rate when using 3+ channels
- See a 48% higher conversion rate when involving SMS (text messaging)

And:

- Avg SMS ROI is 2,755%.
- Purchase frequency is 250% higher
- Avg order value is 13% more per order
- Customer retention rates are 90% higher

64% of consumers are willing to pay more for a simplified user experience ^[2]

[1] Marketing Automation Statistics Reports by Omnisend
[2] According to the Simplicity Index.



Spaces are very limited

**SIGN UP NOW
AT:**

MindFireMarketing.Com/Yes

The screenshot shows the MindFire website landing page. At the top, there is a navigation bar with links for Home, Pricing & Plans, Watch a Demo, Blog, Resources, Solutions, and Log In, along with a FREE TRIAL button. The main content area features a large heading: "OptiChannel Communication Software, Services, & Training to power your business". Below this is a testimonial from Bill Hodges, VP of Sales & Marketing at Boutwell Packaging Co., praising the software's impact. To the right is a "TALK TO US:" contact form with fields for Name, Email, and Phone, and a text area for goals, followed by a Submit button. The footer contains logos for various partners: KASASA, tribune direct, Dscope, Andrew ASSOCIATES, think patented., wolverine technology group, Firespring, and SOURCELINK.

MindFire

Home Pricing & Plans Watch a Demo Blog Resources Solutions Log In **FREE TRIAL**

OptiChannel Communication Software, Services, & Training to power your business

Learn why the world's leading
Printers, Agencies, & Organizations
choose MindFire to become truly
OptiChannel.

MindFire is the lifeblood of our efforts to change how we communicate with prospects & clients. You've empowered me as a marketing & sales manager. Your offering is far above that of a software company. When the pandemic is over, I might be indebted to you for the survival of my 133 year old company. Thank you!

Bill Hodges
VP of Sales & Marketing, Boutwell Packaging Co.

TALK TO US:

Your Name (required)

Best Email (required)

Best Phone (required)

What are you hoping to accomplish with MindFire?

Submit

KASASA **tribune direct** **Dscope** **Andrew ASSOCIATES** **think patented.** **wolverine technology group** **Firespring** **SOURCELINK**



Q & A

If you have any questions about whether this is right for you, please type in the chat.

→ MindFireMarketing.com/Yes ←



THANK YOU!



David Rosendahl
President @ MindFire

