Variable Digital Printing - Direct Mail Case Study by John Young

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As a business owner or organization leader, you don't want to be wedged into a confined space when it comes to your marketing and printing needs. You require customized printing and mailings that target the precise audience you want to reach, not a "throw it at the wall and let's see what sticks" approach.

That's where Variable Digital Printing from BlueGrass Mailing, Data and Fulfillment Services scores big for you.

VDP uses on-demand printing techniques to give you the customization you need. We begin with elements of your message such as text, addresses, graphics and images and can vary them from one printed piece to the next without stopping or slowing down the print process.For example, instead of producing 5,000 copies of a single document, delivering a single message to 5,000 customers or clients, Variable Digital Printing from BlueGrass can produce 5,000 unique documents with targeted, customized messages for each customer.

YOU decide on the unique content. We deliver the results.

Case Study: "Vote for Me!"

Here's a case in point. Candidates for political office have traditionally blanketed their would-be constituents with single campaign messages. But voters today have heard all the political babble and are more politically astute than ever. They want candidate messages that relate directly to THEM before they pick a name inside the voting booth.

Bring us your voter data and we'll work with you to create a message and a delivery system that are the most effective they can be. Instead of producing a simple message such as "Vote for Sue Smith. Experience, Leadership, Integrity," construct a piece that speaks to a particular demographic. That could be based on age, race, gender, likely voters, party membership, occupation, neighborhood or even street.

What issues does candidate Smith support or has experience with that appeal to the elderly or women? What hope does she want to convey to middle-class workers who were laid off in a bad economy? What is her conciliatory message to registered voters of the opposite political party?

Candidate Smith had better communicate directly with those constituencies before her opponent does. On election night, does she want to be a winner or an also ran? The answer is obvious.

Variable Data Printing from BlueGrass Mailing, Data and Fulfillment Services gives her the best shot.

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The author of this article has expertise in a Variable Digital Printing. The articles on a Direct Mail Marketing reveals the authorâ€™s knowledge on the same. The author has written many articles on a

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