

Project: **Huntington College Brochure Builder**
Segment: Collateral Management & Fulfillment/Personalized Collateral
Direct Marketing/Lead Generation/Traffic Generation



Program objectives

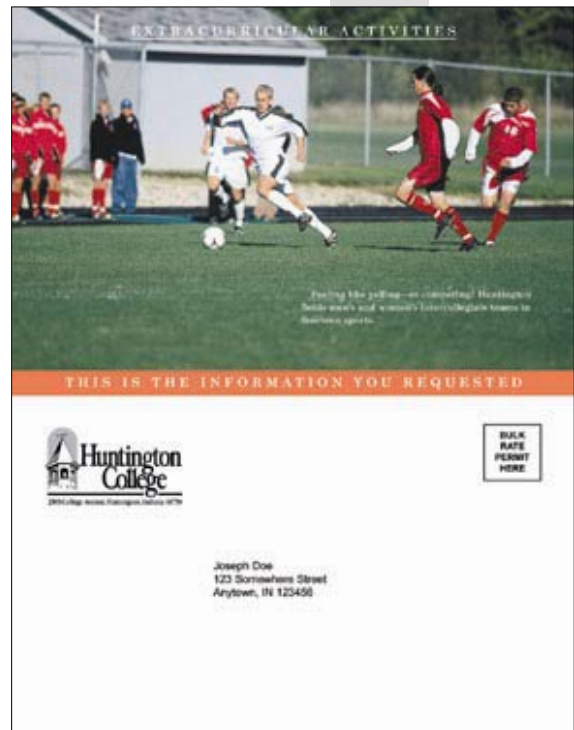
Encourage students inquiring on the web to apply to Huntington College by:

- Encouraging campus visits.
- Addressing both students and parents.
- Conveying academic value.
- Demonstrating career outcomes.
- Explaining the integration of faith and learning.

Significant results reported by user

- In the first test group, more than 4.5% of the students who received a brochure from the system enrolled at Huntington.
- As an initial contact capability, the automated response system acquired more newly enrolled students than any other source.
- By March 2004, 377 requests were made for the brochure, resulting in 34 applications, and 32 acceptances.

**In-depth
Case Study**



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**BEST PRACTICES IN
DIGITAL PRINT
Fourth Edition**

Digital Print Case Study Profiles

Vertical	Education & Government
Participants Client Solution Provider Equipment Hardware Software	<p>Huntington College Huntington, IN, USA www.huntington.edu</p> <p>A Christian liberal arts college with an enrollment of 1,000.</p> <p>Superior Business Solutions/Scope 1 Marketing Technologies Portage, MI USA www.inkonit.com / www.scope1.com</p> <p>Superior Business Solutions/Scope 1 Marketing Technologies provides web-to-print technology and digital printing solutions to end-users through print-provider partners. They actively assist digital printers with their sales efforts and provide training to sales representatives.</p> <p>HP 3000</p> <p>PageFlex MPower</p>
Program Target Audience Distribution Description Variable Data Sales Process	<p>Prospective college-bound high school students</p> <p>Initially 3,500 brochures. It is an ongoing project</p> <p>Scope 1 designed a web-inquiry page that allowed students to create their own customized brochure." The form captured the students' desired area of study and extracurricular interests. With this data, Scope 1's system created a PDF brochure online that could be immediately viewed by the prospect. A printed version of the brochure was immediately produced and mailed to the student.</p> <p>The brochures included personalized text, overview of programs containing relevant information based on the students' interests, alumni interviews, faculty bios, course lists in selected major, and extracurricular features. They also included a personal greeting from a student's assigned admissions counselor based on the student's zip code.</p> <p>Only one cover photo is static in the four-page layout. The rest of the brochure is completely variable based on each student's selected interests as explained above.</p> <p>This project was sold to Huntington College on Scope 1's first visit. It was a cold call by a Scope 1 sales representative and the Vice President of Sales and Chief Knowledge Officer. Fortunately for Scope 1, the stage had been set for a successful meeting. The College had just received an endowment to fund such a project, and both the Vice President for Enrollment and Marketing and Executive Director of Communications were already aware of "personalized" printing.</p>

<p>Sales Process <i>(continued)</i></p>	<p>More importantly, Scope 1 had developed a system that dramatically shortens the normally extended sales cycle of VDP. They use templated print specifications, pricing schedules, and production flows. They do this while avoiding the pitfall of commoditizing VDP by selling the value of what their solution accomplishes, and not “copies of variable data printing.” Further standardization is accomplished through concentrating on certain vertical markets such as colleges and insurance and financial companies.</p> <p>Initially, Scope 1 sends a personalized marketing piece to a prospect and then follows up with a phone call. Once they gain a face-to-face appointment, the Scope 1 representative explains the value of one-to-one marketing with samples and proven results. At the same time, he/she explains how “pull” marketing is enabled through a web interface and how the process develops leads of prospective students and promotes the marketability of their degree. He/she then determines the scope of the project and steers the client into choices A, B, C, etc. This is then followed with. “We have a set process. What you need to do is this.” thereby allowing the client to focus with a clear, concise course of action.</p> <p>This tactic is not only successful but avoids the pitfall of conducting meeting after meeting. Heretofore, the usual scenario was that all parties were excited about doing a project but nothing got accomplished since the client often didn’t exactly know how to proceed and what was expected of him/her.</p> <p>Preset prices for each choice of product in each vertical market help the Scope 1 reps to shorten the sales cycle. Scope 1’s experience allows them to build pricing based on predetermined print specifications and an allowable number of variable data points. If the customer deviates from the specifications, he/she will be charged for additional costs.</p>
<p>Production of the Job</p>	<p>The Huntington College brochure was printed on a 12” x 18” sheet, trimmed to 11” x 17” and quarter-folded. Scope 1 has several outside partners who print the digital brochures. Each printer’s 80lb.cover weight “house sheet” is used for the brochures.</p> <p>Scope 1 supplies their clients with templated layouts as well as instructions for correctly “designing for digital.” These instructions are passed along from the client to their in-house designer or to whom they outsource the work. The designer is free to create their own look and feel as long as they stay within the stated parameters. The client is also given instructions to pass along to the various college faculty and staff who are asked to write copy for the brochure.</p> <p>The data culled from the web interface is stored in a Sequel Server database maintained by a Scope 1 technology partner. On a weekly basis, the data is sent to their MPower Server where it is married with the brochure template. The server outputs a VPS, PPML, VDX or PostScript file, depending on the printer’s RIP and output device. The Huntington College brochures run on an HP/Indigo. Scope 1 also sends files to print partners who print on Xeikon, Xerox, and NexPress machines.</p>



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Customer Strategy and Value	<p>Marketing in higher education had become repetitious generating generic one-way communication documents. Huntington College needed to effectively reach the kind of prospects they wanted on their campus; they needed to understand their dreams and aspirations and reach out to them using this personal knowledge. Huntington recognized at the start that the integrated web-to-print aspect of Scope 1's offering would allow them to put this philosophy on the printed page.</p> <p>The program was originally launched as a supplement to other student recruitment efforts; however, due to its success in generating a higher yield of applicants and enrollments, it has increasingly become the marketing centerpiece of their recruitment efforts. So much so that a major part of the PR director's job is to constantly search for new material telling the stories of recent graduates who are experiencing success in careers and life. Their stories are used as variable data and matched in the brochure to a prospect's academic major aspiration. The ability to capture the data input on the web also allows follow up by counselors assigned to a prospect's geographical area. Additionally, they gained better data from more prospective students.</p> <p>Not only has Huntington College justified the expense of the program, but it also offers a more pleasant experience for the prospective students and allows the college to show off their academic strengths. New stories are constantly used to freshen and add to the library of content.</p> <p>Huntington was a good prospect for Scope 1. Once Scope 1 presented the project, the college officials asked themselves, "Why wouldn't we do this?" The team at Scope 1 led the college staff patiently through the project. Content development took one full year. It could have been faster if they had been less ambitious, but they wanted to add custom content for each academic department and major. Consequently, they needed to find and write the story of an alumnus for each department.</p> <p>While the Huntington staff wished they could have implemented the project sooner, they are now glad they took their time and launched it correctly and with great success.</p>
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