



Direct Marketing Digital Printing Fulfillment **By Mark Cloutier, SVP-DMM**

How you can turn your statement rendering operations from a cost center to a Profit Center!

As technology has continued to move at the speed of light the convergence of statements and invoices with marketing communications (called Transpromo) is turning out to be the most effective business **strategy** companies can implement to increase ROI. By maximizing all customer touch points within a corporation you can most effectively educate, advocate and then cross sell and up sell your customers. This also leads to increased customer retention. In addition, there are significant revenue opportunities with 3rd party advertising on the white spaces of a statement.

As companies feel the continued tightening of the economy their normal response is to increase "wallet share" of their existing customers. Executive management expects their teams to get more with less. This has opened the door for DMM to be able to help companies take advantage of this economic recession and implement a **new strategy** that will give them a **sustainable competitive advantage** in their industry for years to come.

Why is Transpromo effective? Consider this: According to recent Info Trends research,

97% of customers read their statements 1 time.

86% of customers read their statements a 2nd time.

The average customer spends 1-3 minutes reading their statement.

Compare that with statement stuffers that get thrown in the trash or direct mail which has about a 15% chance of getting read and you now see why Transpromo makes so much sense: Your messages get read!

There are 5 stages of Transpromo communications each with their own value proposition:

1. Document Redesign- Redesign helps the documents become more easily readable thus reducing calls into the call center. This is also a retention tool because customers are very appreciative for making their life a little easier.
2. Color- Whether it is spot color or full color, it enhances brand awareness as well as the messaging and improves results.
3. Education and Advocacy - These are critical prior to cross selling or up selling. You also increase customer loyalty by educating and advocating to and on behalf of your customers. Once your customer knows you are in their corner then it is highly effective to cross sell and up sell.
4. Cross sell/Up sell - This is where the ROI really kicks in. But if you don't follow the right strategy your cross sell/up sell efforts won't be nearly as effective.
5. 3rd party advertising - This is a huge potential revenue opportunity. Whether you have closely held companies (like a bank with an investment arm an insurance arm) or strategic partnerships advertising revenue can help you turn this cost center into a profit center.

In today's hyper competitive environment companies need to develop strategies that will help ensure their longevity and competitiveness. Transpromo is a strategy that will help your business to withstand downturns in the economy and create a sustainable competitive advantage over your competition for the future.

For more information on how DMM can help develop a Transpromo strategy for your company email Mark Cloutier at mcloutier@thinkdmm.com

DMM is a 26 year old marketing services provider that specializes in statement rendering and is leading the way in "Transpromo Communications". In addition to statement rendering DMM has a multitude of capabilities that include; Strategic Campaign Development, Data Analytics, Digital Technologies, Email Marketing, Web 2 Print solutions, complete mailing services as well as full-scale fulfillment operations. DMM is also SAS 70 Certified, HIPAA Compliant, GLBA Compliant and FDA GMP Compliant.