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## modern marketing

By Joseph Finora

### *K/P Corporation Provides More than Print*

Every now and then a printing company comes along that is refreshingly different. In addition to traditional printing services, K/P Corp. of San Ramon, Calif., provides strategic marketing and branding solutions, largely to Fortune 1000 companies—a great niche to capture. Its services include direct marketing and business process consulting, as well as fulfillment, mailing, and print offerings to help customers implement complex marketing and communication programs.

K/P leverages technology and creative services to enhance its menu and make better customers out of existing clientele. Upon opening its Web site, visitors are asked: "What do you want more of?" The site then opens to a moving virtual supply chain, where it notes the ways in which it can provide customer solutions.

"K/P offers services that together go beyond ancillary items to print, but provide companies with a comprehensive suite of services to facilitate their entire marketing process from outbound campaigns, to inbound responses, to personalized follow-up," says Brett Olszewski, vice president of marketing.

*"Our benefit, growth, and pleasure comes from our customers' growth through their marketing efforts."*

Mr. Olszewski notes the company's unique selling proposition is its ability to manage client projects from inception through completion—integrating direct marketing, design, data, and creative asset management with its core offerings of print, mailing, and fulfillment. Some of the creative services K/P provides include: ad and brand development, campaign series design, marketing collateral, consultation, copywriting, illustration, media placement, special events, and Web development.

The firm started providing creative services in 1987 in direct response to customer demands and growing market needs for a single-source

supplier of comprehensive marketing services. It provides in-house creative services and uses close established partnerships for additional capacity.

In addition, K/P works closely with customers and their partners to maximize the marketing supply chain for more effective messaging in campaigns, and lower total cost of ownership. Its creative services team collaborates closely with clients' internal marketing staff or agency when specialized skills in executing variable-data and integrated direct marketing campaigns are required, such as when to incorporate variable data or publishing into a direct marketing campaign.

To market such services K/P uses direct mail, in-person through a direct sales force, indirectly through channel partnerships, online techniques, and through customer word-of-mouth.

"We believe it's important that we use all of the offerings we provide our customers ourselves," says Mr. Olszewski, who has been with the company in a variety of posts since 1993. Since then, K/P has expanded its print services beyond traditional offset commercial printing to digital to laser to better serve the market need for efficient production of more effective messaging.

"For us, it is not about selling more printed pieces of marketing collateral to our clients," he says. "Our benefit, growth, and pleasure comes from our customers' growth through their marketing efforts."

K/P built its creative team through acquisition, targeted recruiting, and from within the company. A number of personnel came from traditional prepress, data processing, and database management. The company also works closely with software technology and equipment companies in the areas of digital variable publishing.

The end result has been that its non-traditional offerings give traditional print customers an opportunity to evolve to true one-to-one marketing. Consider K/P's use of integrated variable-data marketing tools like XMPie and Adobe's

Creative Suite. This enables clients to manage and execute fully integrated direct marketing campaigns, including outbound-versioned and one-to-one personalized cross-media messages, along with direct response vehicles like PURLs and dynamically generated micro-Web sites.

Respondents can take immediate action upon clients' messaging and offers, which may trigger further follow-up events. A client's marketing team then has online access to campaign dashboards for metrics like response and conversion rates, cost-per-acquisition, and can make informed decisions about what campaigns have been most effective by evaluating customer segment and target audience.

K/P Creative also provides a cost-effective means of using client-established design guidelines and document templates to quickly and inexpensively create sales and marketing collateral, augmenting valuable, and often limited, in-house creative resources. By leveraging its online Web-to-print portals, K/P can assist clients in making communications easily available to field sales staff, channel partners, and customers via the Internet.

Is this the wave of the future for printers? "It's one of them," attests Mr. Olszewski. "It is the wave of the future for companies who realize they can no longer be just commodity-based printers but become an integral part of their customers' success."



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