

B2B Lead Generation

The Pitney Bowes Document Management Technology Division hired GRI to drive traffic to their trade show booth and generate leads.

PRODUCTS

High-speed folding equipment and software solutions for large mailers.

CHALLENGE

Promote equipment as a solution to meet new rules and avoid paying higher postal rates.

EXECUTION

Created theme “know when to fold” pre-show mailer to communicate reconfiguring your mail to an optimized shape to keep postal costs down. The intriguing “flats to folded” mailer offered 3 premiums with “savings are in the cards for you” tips.

TACTICS

“Know when to fold” theme print ads ran along mail drop, t-shirts and playing card premiums provided at trade show.

RESULTS

Trade Show produced desired booth traffic and rate case impact analysis requests. Post show mailer targeted 5,000 prospects to reinforce the benefits of the folding equipment and insertion solutions continuing with the “know when to fold” theme.

Responses to the program produced a pipeline of several million dollars in new business.



ABOUT GRI

GRI is a growth agency that helps organizations improve their return on investment in acquiring, retaining, and cross-selling customers. Visit us online or call **203.261.3337 x 111**

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