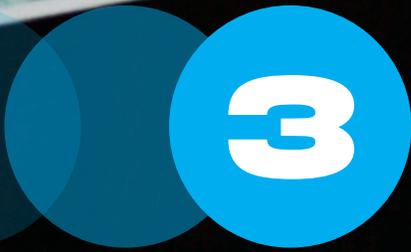
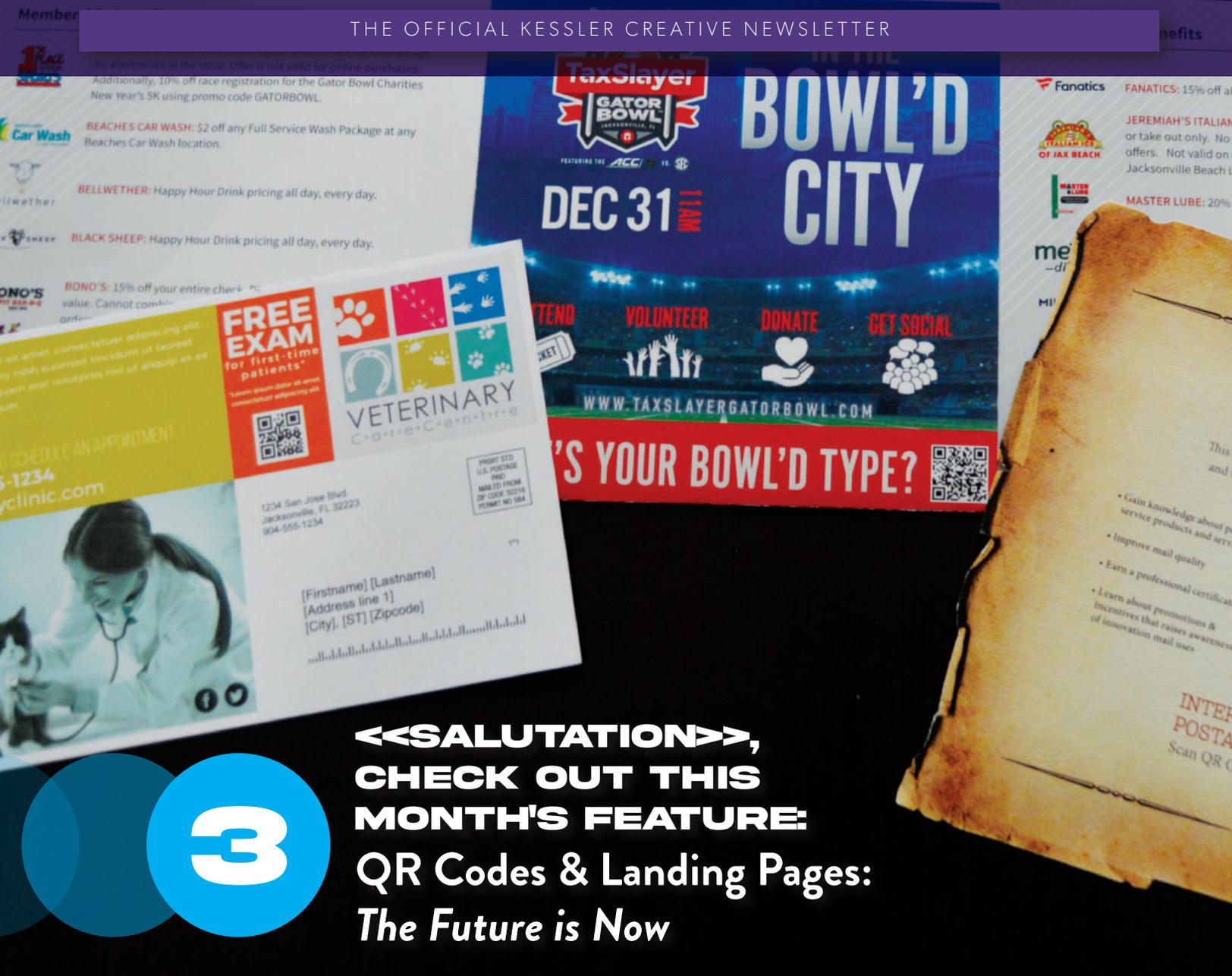


HOT OFF THE PRESS



THE OFFICIAL KESSLER CREATIVE NEWSLETTER



<<SALUTATION>>, CHECK OUT THIS MONTH'S FEATURE: QR Codes & Landing Pages: The Future is Now



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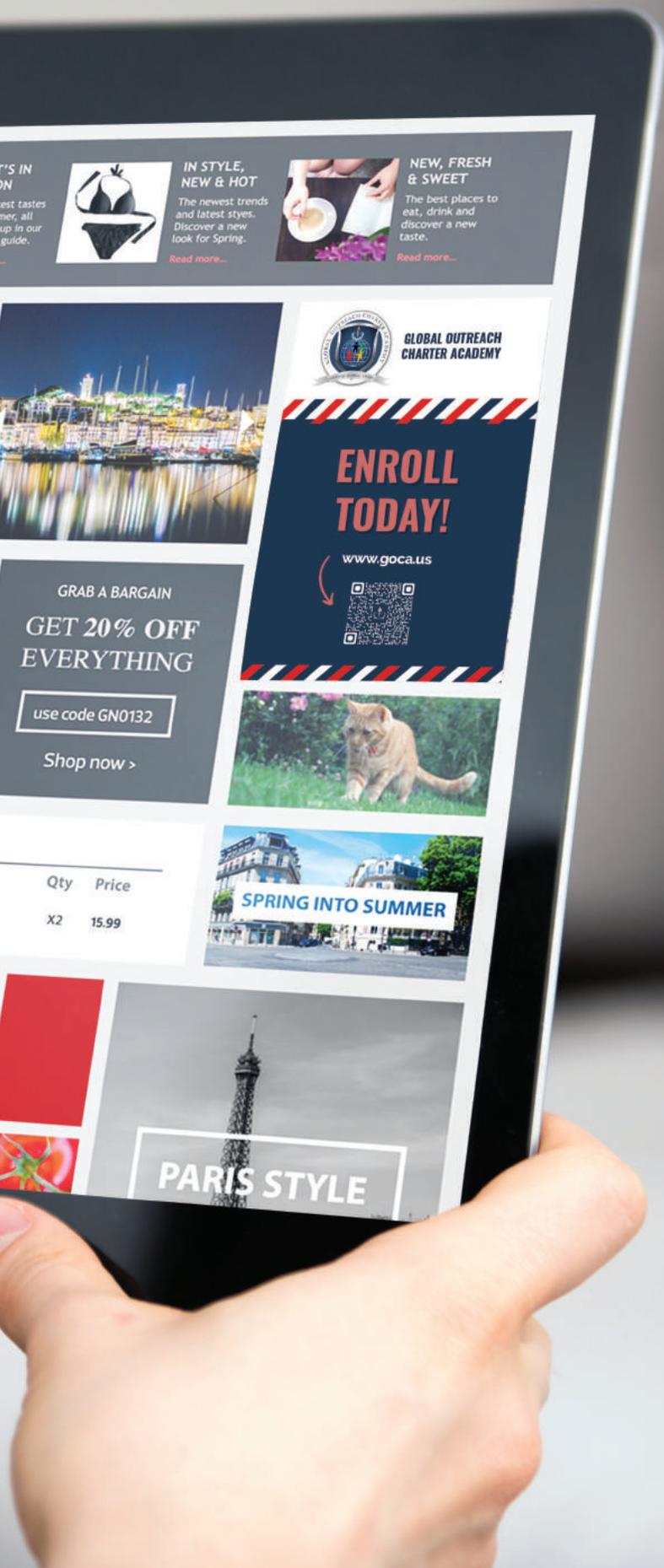
A BRAND NEW CHAPTER

by Dina Kessler

Hello, <<SALUTATION>>!

We are proud to present you with the first ever special edition of Hot off the Press! When you're developing your marketing strategy, whether you use print or digital doesn't have to be an either-or choice. By blending the two, you can create memorable experiences for your customers while driving traffic to your brand both online and offline.

As you look through this month's issue, you'll find tons of helpful information on how you can combine digital and direct mail to enhance your next marketing campaign. We hope you enjoy what's ahead and look forward to connecting with you soon!

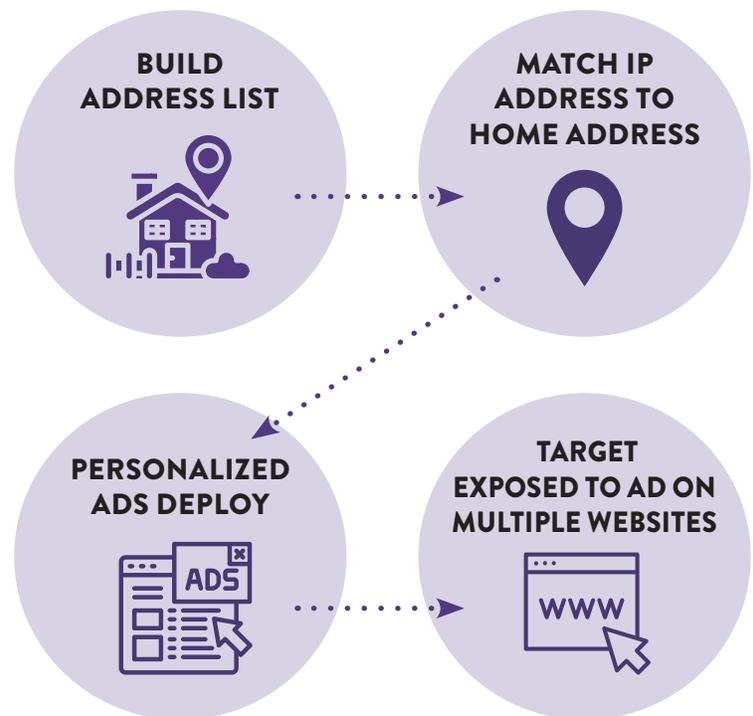


IP TARGETING HOW DOES IT BENEFIT YOU?

Propel your marketing campaign with specialized IP Targeting services from Kessler Creative to capitalize on the dynamic one-to-two punch of direct marketing.

IP Targeting allows for a targeted audience to see ads two, three, four, or more times which creates higher engagement and ROI compared to direct mail alone.

HOW DOES IT WORK?



THE BENEFITS?

- Ideal for local service providers, political campaigns, franchises or other advertisers where location matter!
- Targeted ads receive **click-through rates 3.2 times higher** than the industry average!
- **Receive 7 digital ads** that are placed on major sites like YouTube, ESPN, Weather Channel, FOX, CNN, and more!

COVER STORY

Greg McGarity
Greg McGarity, President/CEO

TS: 15% off all regular priced merchandise except the store. Offer is not valid for online purchases. off race registration for the Gator Bowl Charities g promo code GATORBOWL.

H: \$2 off any Full Service Wash Package at any location.

Hour Drink pricing all day, every day.

Hour Drink pricing all day, every day.

entire check

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FREE EXAM
for first-time patients*

*Lorem ipsum dolor sit amet, consectetur adipiscing elit.

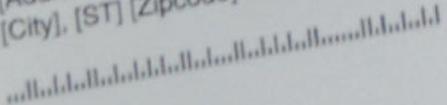


VETERINARY
C+are+C+e+n+tre

1234 San Jose Blvd.
Jacksonville, FL 32223
904-555-1234

PRIGHT STD
U.S. POSTAGE
PAID
MAILED FROM
ZIP CODE 32216
PERMIT NO 584

[Firstname] [Lastname]
[Address line 1]
[City], [ST] [Zipcode]



1**

TaxSlayer
GATOR BOWL
JACKSONVILLE, FL

FEATURING THE ACC VS. SEC

DEC 31 11AM

IN THE BOWL'D CITY

ATTEND VOLUNTEER DONATE GET SOCIAL

WWW.TAXSLAYERGATORBOWL.COM

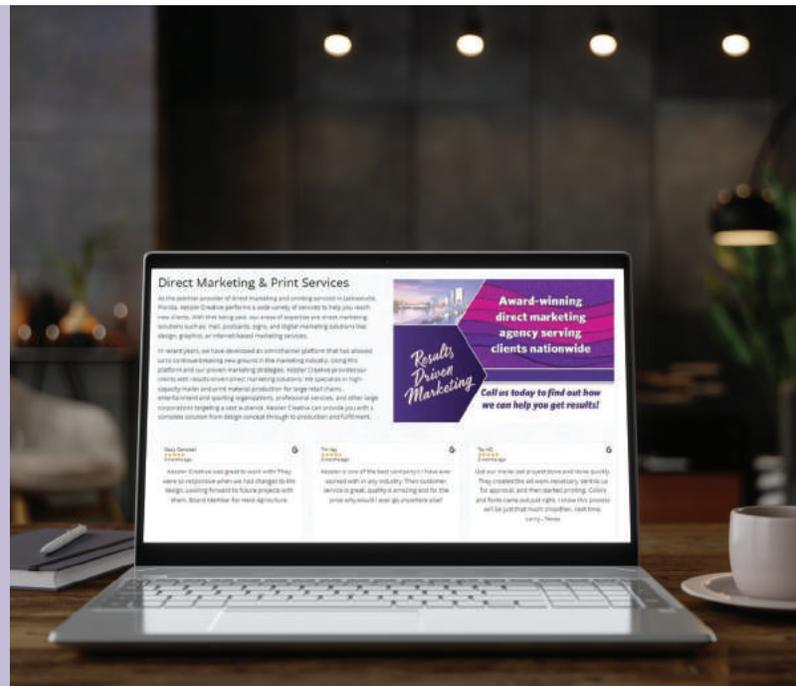
'S YOUR BOWL'D TYPE?

QR CODES & LANDING PAGES: DIRECT MAIL GOES DIGITAL

One of the most important aspects of a marketing campaign is not only to generate new leads, but to also track the results. With the use of QR codes, integrating and tracking visits to landing pages in your campaign is easy and effective. Here's how it works...

A QR code is added to your promotion that links to a dynamic landing page. Usually a Landing Page is a stand-alone page, distinct from your homepage, that serves a single and focused purpose.

Landing pages can include a survey or contact form that customers use to take advantage of a special offer or promotion. They are personalized and designed to fit your specific needs. If your goal is to increase conversions while effectively tracking your marketing efforts, QR codes and landing pages are your answer!



To learn more about QR codes and landing pages and how it can create more revenue for your business in an efficient way, contact your salesperson today! Brand new to Kessler Creative? Give us a call or visit our website to get started today!

When a prospect scans the QR code, they are automatically linked to the desired landing page of the sender. Easy as that!

THE BENEFITS OF INFORMED DELIVERY

Informed Delivery allows your audience to view what is coming to their mailbox whenever, wherever – even while traveling – on a computer, tablet, or mobile device.

Kessler Creative's relationship as a trusted direct mail partner with the USPS allows us to provide a specialized Informed Delivery experience.

THE BENEFITS?

1

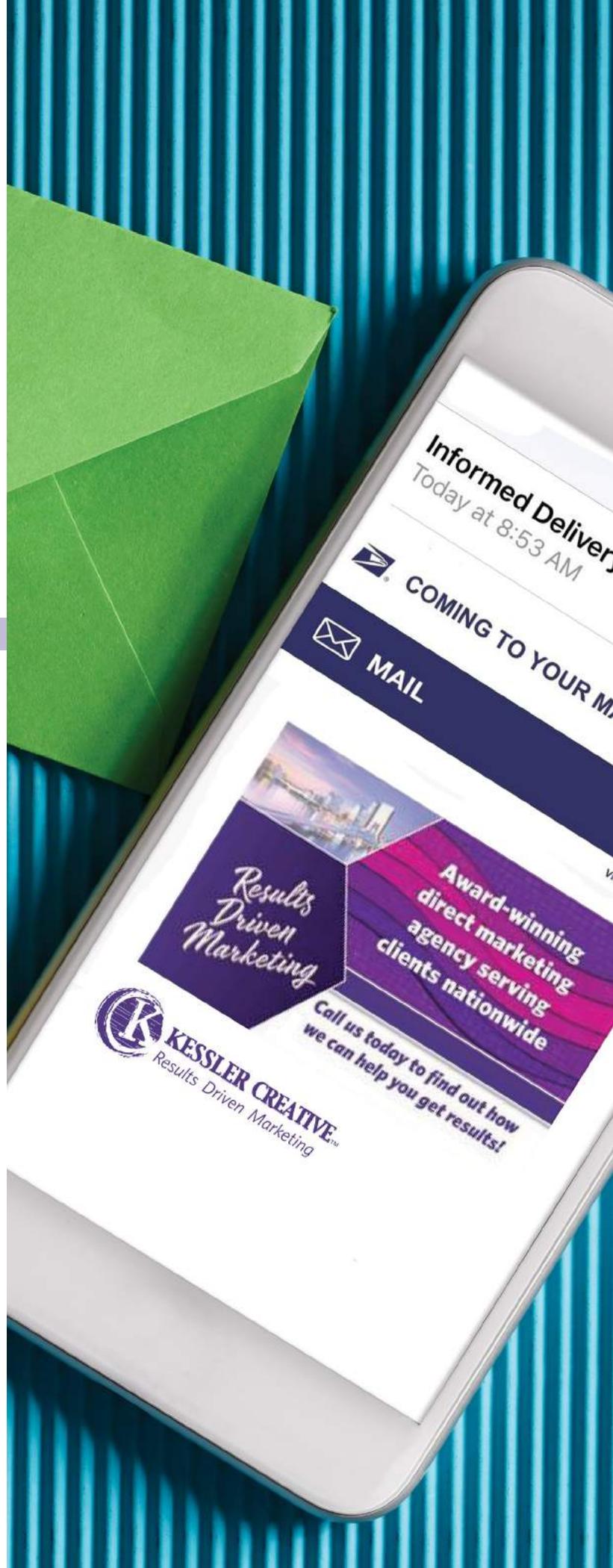
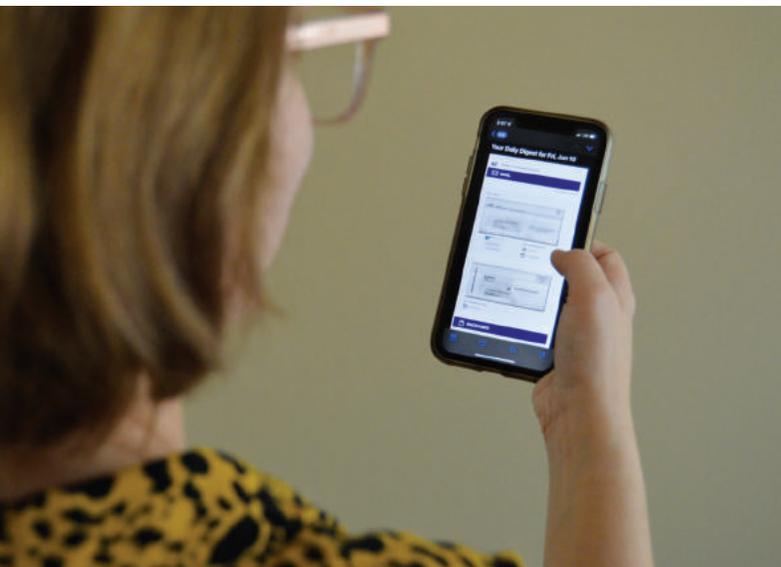
Generate additional impressions, interactions, and insights.

2

Increase ROI on direct mail spend

3

Provides additional data insight to optimize marketing spend.



CASE STUDY: TPG, INC. CLIENT GIFT

THE CHALLENGE

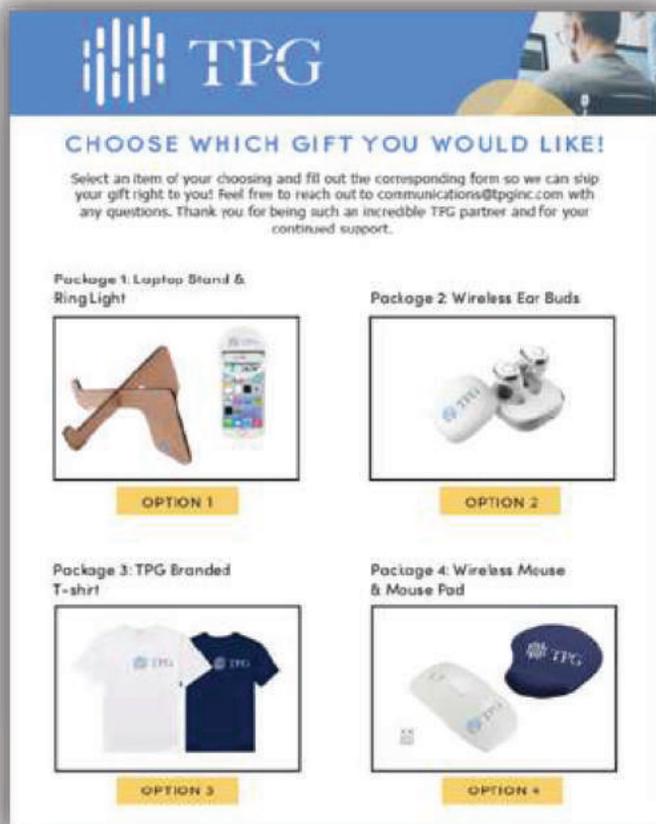
TPG, an AI-driven CX company, was looking for a way to thank their clients for being patient in the transition to their new CX Platform. As a Fortune 500 company, TPG wanted to ensure they sent their clients premium gifts that would also serve as advertising for their brand.

THE SOLUTION

Within 24 hours, the Kessler team determined what gifts to order, created landing pages based on the gifts, and emailed landing pages to TPG's clientele. Once the ordered products arrived, Kessler printed custom TPG branded boxes, assembled them with the gifts, and mailed them.

THE RESULT

By leveraging the marketing team at Kessler creative, clients were happy to be partnered with TPG and felt appreciated for their patience and understanding. The gifts and boxes created by Kessler Creative received high praise across social media and from many TPG clients.



MEET THE DESIGNERS!

Amanda Medeiros, Haley Yacavone, and Lucy Kates make up our exquisite group of graphic designers, with **Kim Collier** at the helm. They have continued to impress our clients with their creative diversity and ability to differentiate each design. Striking graphic design is a paramount value for any piece of marketing since you only have one chance to leave a lasting first impression on a prospect. Being imaginative is just the beginning of design. What makes our designers different from the rest is their capability to apply new ideas that stray from current trends, their ability to find inspiration where no one would think to look, and their mastery for combining all the major elements of design into the perfect marketing message. Through thousands of projects, countless hours, and millions of impressions, our experienced designers have shown their pure talent that has generated millions of dollars of revenue for clients nationwide!



12276 San Jose Blvd, Ste 111
Jacksonville, FL 32223

PRSR STD
U.S. POSTAGE
PAID
MAILED FROM
ZIP CODE 32216
PERMIT NO 584

<<PRSRSTSONC>> * <<SCKNMBR>> <<OEL>> * <<SCKANDPCKN>>
<<COMPANY>>
<<FULLNAME>>
<<DELADDR>>
<<ALTADDR>>
<<CITY>>, <<STATE>> <<ZIPCODE>>



DIRECT MAIL FACTS

- There is a 49% increase in sales and 125% in inquiries from customers who received both emails and catalogs.
- 73% of American consumers say they prefer being contacted by brands via direct mail because they can read it whenever they want.
- Up to 90% of direct mail gets opened, compared to only 20-30% of emails.
- The response rate for direct mail is up to 9x times higher than that of email.
- Adding a name to your direct mail can increase response rates by 135%.