



# SMARTCOMM

## MULTI-CHANNEL SOLUTIONS

At Smartcomm, we believe in smart communications to truly connect with your customers. Whether based locally in Brisbane, Australia wide or overseas, we'll tailor an intuitive and customised communication strategy to suit your needs. And we've been doing it this way since 2006.

### OUR SMART COMMUNICATORS

With over 100 years industry experience, our team of smart communicators are the best in the business and we aren't afraid to boast about it. From your dedicated Account Manager to technical, print and warehouse support we've got your back.

Our highly experienced team will deliver expert management of your projects and provide you with multiple campaign options to ensure cost efficiencies.

With a passion to succeed we'll dive deep into your business to provide the best advice on marketing communication to your customers. We love new innovations and will find answers to even the most out of the box ideas.

**WITH US, ANYTHING'S ACHIEVABLE!**





## SMART1:1 TECHNOLOGY

In today's world, customers are overloaded with marketing messages. That's why at Smartcomm, we believe smart, 1:1 marketing communications are key to truly connect with your customers.

**SMART1:1** extends Smartcomm's capabilities far beyond that of a typical mail house. Through digital technologies seamlessly combined with traditional media such as print, we're able to deliver fully integrated marketing workflows.

**SMART1:1** is an innovative online management system that centralises data, artwork and marketing communications into 'a single source of truth'. **SMART1:1** brings together the old with the new including:

- Multi-channel communications – Email, SMS and Web
- Digital asset management, online templates and proofing
- Digital printing – Variable Data Print, Web2Print and Print on Demand
- Online inventory and accounts management

By utilising one or all of these components our **SMART1:1** technology will make sure your marketing dollars work smarter.

## MULTI-CHANNEL COMMUNICATIONS


Research has shown organisations that integrate print with digital channels for their communications achieve greater customer response, engagement and cost efficiencies.

**SMART1:1** provides full integration of your direct mail, email, and online channels. Using our **SMART1:1** technology and harnessing insight from your customer data, we'll partner with you to create personalised cross media communications to attract and retain your customers.

A multi-channel communication approach can range from a simple one off campaign to a fully automated marketing system. Our **SMART1:1** multi-channel technology provides a wide range of communication solutions for your business:

- Renewal and bill notifications
- Direct customer correspondence
- Transactional and invoice correspondence
- Fully automated marketing campaigns

Whether used to acquire leads, increase sales, bolster customer loyalty or simply reduce your bottom line, our integrated communication solutions will help capture your audience's attention and deliver engaging customer communications.



## EMAIL MARKETING

Whether email plays a big or small role within your marketing mix, we'll ensure it delivers results. Our skilled IT experts can be involved in any stage of the development and execution of electronic communications.

### Our **SMART1:1** email marketing solution provides:

- Personalised Email broadcasts
- Personalised URLs and website landing pages
- QR codes
- Management and storage of data and imagery files
- 70+ free professionally designed mobile friendly email templates
- Hassle free drag and drop editor with built in image editor
- Multi-channel integration with SMS and printed mail campaigns
- Social sharing options
- Web forms for customer surveys and event registrations
- Unsubscribe and bounce back management
- Payment gateway integration
- Real-time campaign reporting including integration with Google Analytics

Utilising your data, our system can automatically tailor your communications with variable templates, text and imagery to deliver personalised messages to the right customer at the right time. It will also report on how many were opened, how many people clicked a link, referred the email to a friend and importantly how many bounced. It's that simple to find and engage your customers via email when, where and how they want.

## PERSONALISED WEBSITES AND LANDING PAGES (PURL)

A personalised URL (PURL) is a unique and fully-trackable online address that is exclusive to the individual recipient. When a PURL is visited it redirects to the chosen URL, which could be a page on your site, a special offer or a campaign landing page.

In today's world of cluttered marketing messages, our **SMART1:1** PURLs ensure relevant messaging and prospect engagement. Our **SMART1:1** personalised websites and landing pages can facilitate the creation of dynamic content including hyperlinks, variable text, images, and prepopulated forms.

**SMART1:1** PURLs provide full integration of your direct mail, email and online marketing. By incorporating a **SMART1:1** PURL within your printed mail, this will drive your offline prospects online while also enabling analysis of both online and offline campaigns in one centralised system.

By using our **SMART1:1** PURL technology in your direct marketing campaign you'll benefit from:

- Increased response rates
- The ability in real time to track responses and target your most profitable prospects
- Engage customers at a deeper level by collecting valuable information from your prospects, and using that information to make future campaigns more targeted and relevant.

## MOBILE MARKETING

SMS is a cost effective and timely way to communicate. So we'll ensure mobile is a core part of your marketing mix, rather than a forgotten about afterthought.

### The **SMART1:1** SMS marketing solution provides mobile messaging services that include:

- Personalised SMS broadcasts
- Digital barcodes for exclusive event access
- Digital coupons, passes and vouchers for targeted promotional offers
- Tickets
- Smartphone websites and apps
- Multi-channel integration with email and printed mail campaigns
- Payment gateway integration
- Real-time campaign reporting including integration with Google Analytics



## DATA PROCESSING AND ANALYSIS

### DATA PROCESSING

Your data is the lifeblood of your business and key to its success and growth. Without accurate customer information your marketing efforts will be a hit and miss affair. By organising your data you'll be able to build an accurate picture of who your customers really are. Plus by ensuring your data is of the highest quality we can reduce wastage and significantly lower your postage, email and SMS costs.

**Our data processing model is all about segmentation, automation and streamlining processes. We'll partner with you to overcome any data challenges you're facing including:**

- Consolidation of your multiple data sources
- Data cleansing to ensure you're not sending irrelevant or duplicate communications
- De-duping and washing against exclusion lists
- Analysis and insight into your customers and prospects
- Formatting to Australia Post standards and requirements
- Maximise postage discounts
- Creation of QR barcodes
- Applying campaign and client specific business rules
- Campaign response analysis to pinpoint future opportunities
- Barcoding for high level insertion and production efficiencies
- Security of customer data and protection of their privacy

### DATA ANALYSIS

Our smart communicators will manage and analyse your data. By following your data across customer channel touch points we'll gain vital insights into your customer's journey. We'll help you determine the best marketing mix to ensure your message gets into the right hands.

### SECURE DATA TRANSFER

With us the process of transferring your data from A to B couldn't be easier. We'll provide a hot folder to drag, drop and house your data files. Our automatic SFTP notifier will then send an email confirming your files were received. The data file will be automatically processed, sorted and transformed into a print ready file. So your campaign can be processed from your desktop to our Smartcomm printers all in minutes, from anywhere in the world!



## WEBSITE PACKAGES

Whether you're a start-up, sole trader, small business or want an online store, we've got a website package to suit your needs.

### Get started online with:

- Responsive websites – our websites are mobile optimised so they look great on any device.
- Website hosting and emails – all development packages include web hosting, email addresses and domain registration.
- Security and backup – we'll look after your site's security and undertake regular backups. Our eStore package also includes an SSL certificate.
- SEO tools – we'll install SEO tools, submit your website to Google and optimise your site to drive search visibility.
- Technology - we use open source technologies so you're not tied down to proprietary software.
- Reporting, reviews and updates - monitor your site's performance with powerful reporting tools. We can also provide free reviews and website updates.

## PRINTING

Printed communications can be a powerful marketing tool. Our advanced print technology can print anything from simple addressing to fully personalised promotional pieces. By using our print technology along with insight from your customer data, we can target your potential customers with communications specific to their individual needs and wants.

We can provide printing services that span single stand alone materials through to fully integrated cross channel print solutions. Whether you need to print brochures, automatically insert materials, need a super fast turnaround or require full print personalisation, we have the print technology to suit your needs.

### Our printing services include:

- Web2Print portal
- Print on Demand (POD)
- Digital laser printing
- Offset printing
- Loyalty card printing
- Variable Data digital print (VDP)
- Cut sheet and continuous sheet printing

With our print technology, you'll save money, enjoy shorter campaign production times and deliver targeted, personalised print communications to your customers.

## POSTAL SERVICES

Our mail centre will ensure your mail is lodged on time. We'll clean your data and wash it against the Australia Post Postal Address File to maximise Australia Post discounts.

But it doesn't stop there! Through the application of an intelligent mailing barcode we can easily handle your returned mail. This special barcode allows us to quickly scan the return mail match the record with the original data file and then return your records so your database can be updated.

### Our range of postal services include:

- Mail Centre for electronic mail lodging
- Mail lodgment
- Application of DPID barcodes for Australia Post discounts
- Print post
- Line Haul
- Mail pack compliance checking with Australia Post guidelines



## MAIL AND HAND-LINE SERVICES

### MAIL

We offer a full suite of mailing services and will proactively source solutions to gain postage efficiencies.

**Our range of mailing services include:**

- Ink-jetting
- Mail inserting
- Full hand-line service
- Folding
- Plastic wrapping
- Guillotining
- Labeling
- Finishing
- Pick and Pack
- Return/response mail processing both physical and electronic

### HAND-LINE SERVICES

However rapidly new technology is developed we will always need our team of dedicated hand-line bench hands where machines cannot help.

**Our team provides specialised hand enclosing functions with precision, speed and accuracy including:**

- Personalised card matching
- Multi match mailing and collation
- Gluing and sealing items
- Parcel wrapping
- Pick & pack fulfilment
- Postal tube enclosing
- Plastic bagging & enveloping
- Specialist stitching and inserting


Our handline team are also experts in high security processing, handling valuable fulfilment products like watches, bracelets and vouchers.

### CAMPAIGN RESPONSE

**Our Campaign Response Centre is the complete mailing solution providing:**

- Return Mail processing
- Bounced Email Processing
- Form Scanning and Data Entry
- Data Cleansing and optimisation

Our form scanning technology will also take the hard work out of data entry. With top of the range scanners we can process forms, applications, exams, surveys or whatever else you can think of! Two different operators enter data and the files are then compared. This way we can guarantee the highest level of data integrity. We'll then store your scanned materials in PDF format on CD ROM for security and privacy. All your data is returned in an easy to handle spreadsheet usually within days of receiving the original files.





## PRODUCTION

### KERN INSERTING MACHINES

Our mail production equipment is unique to the Australian market. Not only is our Kern inserting machine the fastest, it's the only machine to simultaneously insert multiple paper designs delivering time and cost efficiencies.


### INTELLIGENT BARCODES

Using our state of the art printers we'll include a high definition barcode on all your mail pieces. Each barcode is read by our intelligent mail inserting machines to validate each mail run. This process ensures no double ups or miss matched mail and reports on exactly how many packs were successfully completed.

This high level of data integrity is essential when you are performing complex personalised mail campaigns. Plus by using barcode technology you can maximise selective inserting opportunities. Our inserter intelligently determines which insert goes into which mail pack. So with a maximum of 9 inserts the only limitation to personalising mail packs is your imagination!

### INLINE SELF GLUING MACHINE

Unique to the Brisbane market is our inline self-gluing machine. This machine will dynamically drop a fully personalised envelope pack onto an oversized personalised document and glue these items together. This fantastic technology offers you the opportunity to send mail packs that traditionally were unachievable.





## ONLINE STOCK ORDERING AND INVENTORY MANAGEMENT

With our fast and easy shopping-basket style ordering system it's easy to order stock online. This means you can order items such as customisable stationery from an internal warehouse or direct from a supplier all in one simple process. This feature-rich system manages the entire order process for you from low stock reminders to reporting and payment.

Our online inventory management system tracks stock items whenever they're moved or used ensuring you always have an accurate update on stock levels. This system ensures stock can be re-ordered long before you run out and keeps wastage to a minimum.

## WAREHOUSE AND DISTRIBUTION SOLUTIONS

If you're looking for a space to store your campaign materials, we offer a fully air-conditioned warehouse built to house over 1500 pallets of stock. No matter what size your campaign, we can provide a cool, safe place to store and distribute your materials.

## WHY CHOOSE SMARTCOMM?

We believe when it comes to your business, it's quality not quantity that will give you a competitive advantage. That's why we'll focus on understanding your vision and unique requirements.

Our experienced team will partner with you to gain insight into your customers and their optimal channel journey. We'll then develop integrated marketing workflows and automated multi-channel, 1:1, targeted communications specific to your business and customer needs. This proven approach almost ensures a heightened experience, engagement and response from your customers.

**WHETHER YOU'RE THINKING ABOUT A SINGLE PROJECT OR MORE INTEGRATED COMMUNICATIONS, WE'LL FIND A SMARTER WAY. SO CALL US TODAY TO ORGANISE A PERSONAL SMARTCOMM CONSULTATION.**



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