Growth. In the digital era, multi-channel marketing can make all the difference. Targeting prospects with social media. Leveraging the power of sales campaigns. Tracking response more quickly. Making sure the right customers get the right message at the right time, for the highest possible ROI. Now, you don’t have to do it alone. Konica Minolta’s new EngageIT XMedia Marketing as a Service (Maas) program can put the power of cross-media marketing to work for your business—combining creative services with design and execution of direct mail, email, social media and more, all supported by up to the moment reporting on each campaign’s response rates.

Leveraging Konica Minolta’s expertise in creating cross-platform marketing solutions for graphic communications customers, our EngageIT XMedia program makes it simple to engage customers or prospects at minimal cost. The EngageIT XMedia Marketing as a Service program will help you get started—and put you on the fast track to increased revenue and profitable growth.
Targeting Your Customers to Grow Your Business.

Multi-channel marketing can cut through the clutter, reaching prospective customers with one-to-one sales messaging that achieves higher response rates by increasing the number of impressions over time to your intended target. Impressions over time is the industry standard of measuring how many times a potential client must see your brand or product within a certain period of time in order to make a purchasing decision.

Our Marketing as a Service (MaaS) program unlocks the power of cross-channel, multi-touch marketing for your digital print business. This 14-week program teaches you to manage and deploy a fully integrated, plug-and-play solution that covers all media channels: print, email, web pages, social messaging, personalized URLs and more, including real-time data tracking and analysis for quick feedback.

Phase I: Assessing Your Needs

Over a 2-week period, our fact-finding experts will evaluate your current branding, sales messaging and media strategy. We’ll talk to your people, explore your objectives and recommend ways to harness the power of cross-media communication.

At the end of this period, we’ll make recommendations and present a 3-month implementation plan—defining objectives, responsibilities and key performance indicators to measure success.

Phase II: Implementing Your Strategy

Assigning a “pod” of experts to your account, our goal is to help you build and deploy cross-media marketing campaigns. Implementation can include sales training and customer presentations. Reports can cover email links, dates and status graphics to help you measure penetration and response rates.

After your 3-month implementation period, you’ll be able to use our simple EngageIT XMedia automation platform to continue the process—or we can provide ongoing Marketing as a Service at a low annual cost that can pay for itself in increased sales.

Now’s the time to call your Konica Minolta representative and learn more about EngageIT XMedia—the cross-channel marketing platform and Marketing as a Service offering that can put you a step ahead of your competition.

Typical Onboarding Campaign Process

1. Current Customers
2. Triggered Email
   - Notify account owner of customer submission
3. No Activity
   - Initial direct mail piece multipanel
4. Direct Mail
   - Call to Action: Schedule an appointment/tour and answer questions about their business needs
5. No Activity
   - Direct mail postcard sent out if no activity for 10 business days
6. Postcard
   - Triggered from customer submission
7. Email
   - Email sent if no activity from all direct mail pieces
8. Thank You Landing Page
   - Trigerred from customer submission

For further information on Konica Minolta’s EngageIT XMedia and other production print solutions, please visit: KMBS.KonicaMinolta.us

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Partnership.

Konica Minolta can help give shape to your ideas and partner with you to achieve your corporate objectives. Contact us to realize opportunities in:

Information Management
- Enterprise Content Management (ECM)
- Document Management
- Automated Workflow Solutions
- Business Process Automation
- Security and Compliance
- Mobility

IT Services
- Application Services
- Cloud Services
- IT Security
- Managed IT Services
- IT Consulting & Projects

Technology
- Office Multifunction Business Solutions
- Commercial and Production Printers
- 3D Printers
- Wide Format Printers
- Laptops, Desktops and Computer Hardware
- Servers and Networking Equipment
- Managed Print Services (MPS)
- Facilities Management

Current Customers
- Triggered Email
- Notify account owner of customer submission

No Activity
- Initial direct mail piece multipanel

Direct Mail
- Call to Action: Schedule an appointment/tour and answer questions about their business needs

No Activity From Direct Mail
- Direct mail postcard sent out if no activity for 10 business days

Postcard
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Email
- Email sent if no activity from all direct mail pieces

Thank You Landing Page
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