

Four Ways to Simplify Your Local Marketing Efforts

A successful marketing campaign connects with local audiences in a meaningful way. In fact, 71% of consumers expect companies to deliver personalized interactions and 76% get frustrated when this doesn't happen*.

Ways OneTouchPoint can help simplify & strengthen your localized marketing efforts.

1. Personalized, Local Campaigns.

- ✓ Design and create personalized print campaigns that speak directly to each consumer by localizing and customizing (almost) anything—from copy and maps to custom imagery and QR codes—on each piece, then print and have them delivered to your prospect's or customer's doorstep.

2. Benefit from Commercial Printing Power.

- ✓ With hundreds of machines and decades of experience, you can print any project—large or small—with us. From simple one-sheet flyers to appointment cards, promotional banners, signage and POS displays, we are a one-stop-shop for all your print needs.

3. Mail and Ship to Anywhere.

- ✓ Our suite of services help simplify the process of preparing, printing and distributing, letting you leveraging economies of scale and deep postal discounts without sacrificing quality or speed.

4. Save Money (and be Green).

- ✓ Capitalize on print-on-demand and easily place orders in virtually any amount you need—no more, no less—reducing costs and stock obsolescence. In fact, we typically see overall print spend reduced by 15-20%.



Learn more here.

1touchpoint.com

Source: McKinsey & Company

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