EMideas

the latest on design and marketing
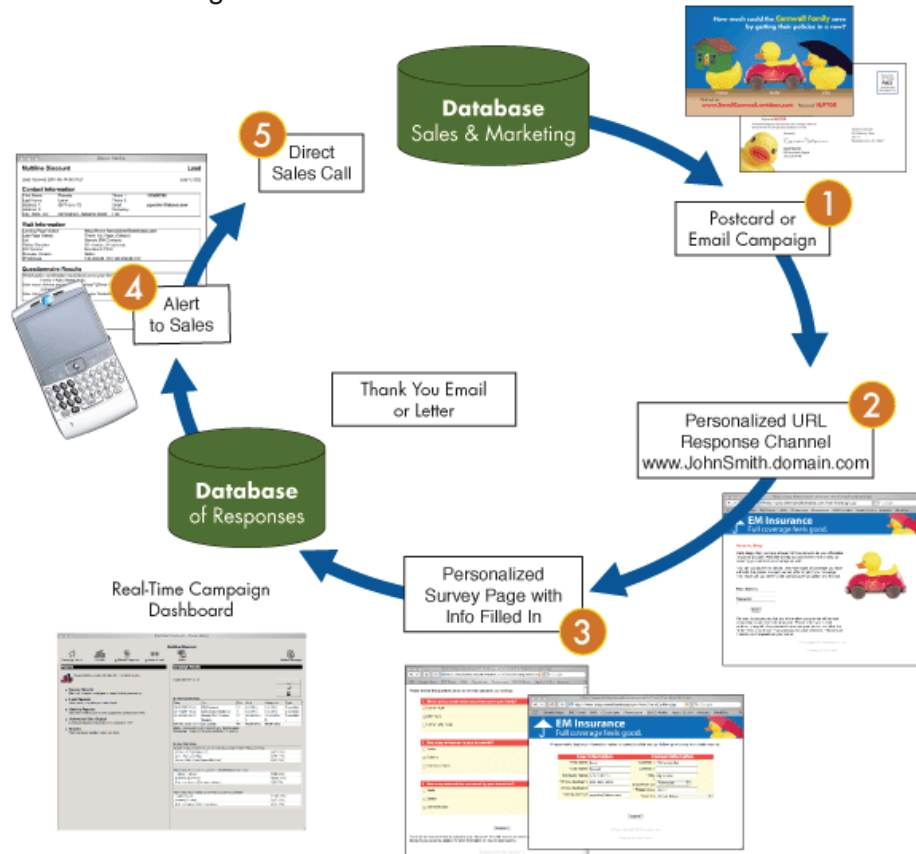### from EBSCO Media

NEW! Integrated Marketing Campaigns Deliver Amazing Results (That You Can Measure!)

What do you get when you combine the strengths of variable digital printing, personal URLs (PURLs), custom landing pages and automatic email triggers? Integrated Marketing—the hottest trend in one-to-one marketing.

The Integrated Marketing process utilizes Personalized URLs (PURLS) and Variable Information Web Pages to collect information from prospects, tailor their online experience based on their demographics and responses, and deliver the results in real time to your team so they can call on prospects while interest is high.


Now You Can Measure

One of the best reasons to employ integrated marketing campaigns is the ability to measure. How many times have you sent a direct mail piece out into the world only to wonder if anything really resulted? Maybe you saw an uptick in web traffic, but you couldn't prove that your mailer was the cause.

With every integrated marketing campaign that you launch, you'll have constant access to a campaign dashboard that will allow you to track who visited your online campaign, how long they viewed each page of their site, all of their responses to the questions you posed, and more. Charting tools allow you to view the data in the format that best suits your needs and all information is downloadable in spreadsheet format for use offline. Armed with these powerful tools and information, you'll be able to plan your next moves based on far more than a hunch.

How It Works

Let's look at the typical workflow. A direct mail piece displaying a personal URL is mailed to a list of prospects. Those prospects that are interested log on to their custom web page where they are greeted by name and presented with your offer. A survey page and profile update page are available for you to collect information needed for future interactions. And any data collected can immediately be used to version subsequent pages in the sites. Once the online interaction is complete, the prospect is thanked for participating and a fully-versionable, automatically-triggered email is sent to the prospect. Simultaneously, all information collected online (the lead) is emailed to your team for immediate reaction (such as a follow-up phone call).

◄ *The five parts of the integrated marketing cycle set this approach to lead generation apart from standard direct mail.*

Processes that used to take weeks via business reply mail can be achieved in seconds via the internet! And because all aspects of the campaign can be versioned, the exchange is far richer for both the prospect and the business.

Want to see a live PURL Campaign in action?

Call your EBSCO Media sales rep to arrange a demonstration.
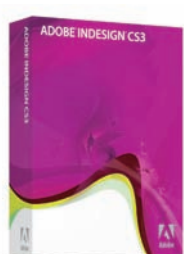
Adobe InDesign CS3 Workshop Scheduled

EBSCO Media is pleased to announce the latest event in its 2007 Lunch and Learn Series: Adobe InDesign Tips & Techniques. So that we can accommodate even more attendees, we've moved our venue to the exceptionally cool McWane Science Center in downtown Birmingham. Between sessions, you will be able to roam the museum's many fascinating exhibits. And all attendees will be entered to win a copy of Adobe Creative Suite 3 (you must be present to win).

Claudia McCue, author of Real World Printing and owner of Practicalia, a prepress house in Atlanta, GA, will be our instructor. McCue plans to focus on intermediate-level best practices in the morning and move on to advanced workflow techniques in the afternoon. She'll touch on some of the new capabilities available through CS3 at that time.

August 28th, 2007
Session 1   Time: 9:00 a.m. - 12:00 noon
Session 2   Time: 1:30 p.m. - 4:00 p.m.

McWane Science Center
200 Nineteenth St. North, Birmingham, AL 35203

To register for this FREE event, contact: Peggy Gordon, Marketing
pgordon@ebsco.com
205 226-8407

Previous workshops hosted by EBSCO Media have seen large turnouts.

Shortcut Cheat Sheet for Safari and Firefox

We appreciate a good cheat sheet. So when we came across this collection of Mac web browser shortcuts over at the Apple Blog, we immediately added it to our collection.

http://theappleblog.com/tools/browser-cheat-sheet.pdf

Here you'll find a fairly comprehensive list of shortcuts for two of the most popular Mac browsers—Safari and Firefox.

There are more browser shortcuts than you might imagine. Since the browser is one of the most used applications on a computer, a shortcut here and there could save you a good bit of time.

What's New at www.ebscomedia.com

Have you visited EBSCO Media's website lately? In addtion to a totally new look, you might have noticed a link at the bottom of our homepage called "Learning Center." Click on the understated link to gain access to a vast library of articles and resources for graphic designers, marketers, and print buyers alike.

The content, regularly updated to keep pace with our ever-changing industry, includes such topics as paper pointers, color concepts, font tips, step-by-step pdf creation, free photo resources and more!

We think you'll agree, the Learning Center is a big part of what makes our new website truly bookmarkable.

Creative Tip: Quickly Change Ruler Units in Adobe CS Apps

Next time you need to switch from picas to inches in one of your Adobe Creative Suite applications, don't go digging through preferences. Simply right-click on the ruler and pick your new measurement. This works in Photoshop, InDesign, and Illustrator in versions CS, CS2 and the new Adobe CS3. Enjoy!

Note: Adobe InDesign adjusts the vertical and horizontal units independently, so you'll have to make your change to the top and side rulers separately.

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