

# customer perspective

## Personalized Printing Stays Fresh in Consumers Minds

Customer Profile:  
**IFS**


IFS is a public company founded in 1983 that develops, supplies, and implements IFS Applications™, a component-based extended Enterprise Resource Planning (ERP) suite built on Service-Oriented Architecture (SOA) technology. And even if you don't understand what IFS does, it's easy to see that they are invested in working on direct mail pieces that work best for their customers.

According to Elaine Wimberly, Marketing Manager at IFS, her relationship with Heritage started with a few basic postcard projects and morphed into a long-term partnership between the two companies. Now, Heritage helps IFS with brochures, posters and direct mail efforts including projects with variable data.

At one point, Heritage suggested that IFS might want to switch to variable data printing. Now, it just takes a little bit of data to make everything work. In addition to the normal mail merge name and address information, IFS supplies Heritage with data including company name, target audience category and call to action data (e.g. download a white paper, join us at a webcast, visit us at a trade show) so that IFS's target audiences get mail that is more relevant to them. The new variable data set-up has proved successful, especially when IFS makes follow-up calls; it is helpful for them to refer to the postcard because people tend to remember the personalized cards.

In addition to general business development, the variable data printing set up also keeps the printing costs down. By targeting customers, IFS is mailing to a smaller audience that is more likely to respond to their offer. Overall Elaine and IFS are very happy with the results because they're able to build up the messaging with individualized postcards and stay consistent with their messaging on the website.

Interested in trying your own variable data project, or any project, with Heritage Printing / Cultivate Communications? Check out <http://www.clickheritage.com/>.




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## Heritage/Cultivate Helps Grow Sales and New Customers

Working with IFS is a great example of how we help customers with not only excellent ideas, but excellent service. We offer sound marketing-based ideas to help define your audience and develop a plan to reach it with creative tactics.

- Branding Concepts
- Creative Design – Brochures, Direct Mail, Sales Literature
- Web Design & Hosting
- e-Marketing
- Strategic Marketing
- Quality Traditional & Digital Printing
- Mailing Services

We will help you reach new customers with creative ideas that produce results. To learn more, call us today at 262-373-4028 for a no obligation consultation, or visit us online at [cultivate-communications.com](http://cultivate-communications.com).

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