

# PRINT MARKETING MEETS SOCIAL MEDIA

TURN PRINT AND DIRECT MAIL CAMPAIGNS INTO SOCIAL MEDIA MARKETING WITH XPRESSLINKS™

## The Ongoing Power of Print

A well-crafted print or direct mail campaign is still among the highest performing direct marketing methods available. It's a tangible and brand-enhancing medium, inviting user interaction and driving recipients to an action such as visiting a website, reaching out for product and service information, and ultimately leading to a conversion.

But as effective as a direct mail campaign can be, it is but one tool in the modern marketing arsenal. Communication between a business and its market is at its most effective when delivered regularly, consistently and across multiple forms of media. Enter the realm of social media.

## Print + Social Media = Growth

Take the effectiveness of a targeted direct mail campaign, then plug that into the unlimited reach of social media. Not only can your message drive business from your offline mailing list, but now you can expand your campaign to your

entire social sphere. Add to that the ability for your social network to then pass along your marketing efforts to their social network, and you can begin to see the unlimited potential of the combination of print and social media marketing with Xpressdocs.

## Introducing Xpresslinks

The Xpresslinks platform makes social media marketing simple. Simply complete a print or direct mail order, customize your hosted campaign webpage, preview and share with your social media followers. Your campaign is available to you for 90 days and at no charge.

Drive prospects to your webpage. Link to it from your blog. In other words, take your print marketing where it's never gone before.



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## XpressLinks: How it works



### CUSTOMIZE

Create a compelling headline. Craft enhanced campaign content to add to the effectiveness of your print or direct mail campaign. Activate your campaign webpage and you're ready to share your marketing message.



### SHARE

From Facebook to Twitter. LinkedIn to Wordpress. Xpresslinks provides more than 100 of the most common social media sharing options to get your message in front of the largest possible audience.



### GROW

Share your campaign with your social media sphere. Add to that a direct contact form and the ability for your social contacts to spread your message on your behalf, and your marketing has now become an amazing tool for driving leads and referrals.

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## XpressLinks

A simplified contact form with the following fields: 'name\*', 'email\*', 'phone', 'message\*', and a 'submit' button.

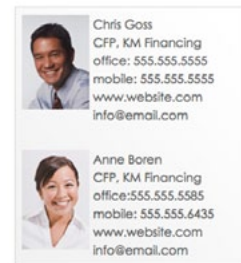
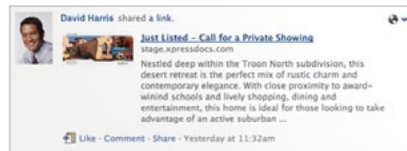
### Editable Page Content

Enhance the content of your printed materials with our robust webpage editor. Craft an attention-grabbing headline, enter additional product or service information and construct a compelling call-to-action. The power of direct mail has now grown even stronger among your social media brand followers.



### Direct Contact Form

Drive direct responses with the Xpresslinks contact form. Product or service questions. Pricing information requests. Special order requests. With Xpresslinks, your customers can reach you directly at the click of a button.



### Free Hosting for 90 Days

No need for website hosting services - your campaign is available to drive business for 90 days at no cost. With Xpresslinks, you can drive traffic to your campaign webpage from print and direct mail, email, blog posts, social media or even a QR code.

### Optimized Content Mapping

Your time is valuable. With Xpresslinks, your campaign webpage content has been optimized and formatted to flow automatically into the interfaces of the most common social outlets, including Facebook and Twitter. It's social sharing within seconds.

### Multiple Contact Support

Perfect for sales teams and business partners, our multiple contact option provides the tools you need to effectively promote your business and distribute leads throughout your company.