

Cable Television Marketing

Executive Summary

A cooperative consisting of small to mid-sized television cable companies throughout the United States wished to provide its members the ability to order promotional materials online and economically.

In particular, the cooperative had a contract with a major premium channel to partially or wholly subsidize the purchase of direct mail and other promotional materials for its channel. With the subsidy, cooperative members faced the prospect of increasing market share by offering subscribers a special free trial offer of the premium channel.

We proposed a **FranklinFast** solution. We created a private-labeled website that cooperative members could access to order materials promoting the premium channel's offers. Materials included direct mail, statement inserts, posters and point of purchase displays.

From the website, the orders were automatically sent to an affiliate advertising agency who formatted the materials with the local company's logo and copy. Final materials were then sent to Franklin for printing and fulfillment at one of our facilities.

Automated billing was sent to the premium channel and the cooperative based on the terms of the subsidy agreement.

What our users are saying:

“Franklin maintains the highest of standards in the print industry. Their ability to exceed expectations with data integrity and programming is only rivaled with their development of innovative results and creative solutions to our demands as a customer. In essence, they display honesty, loyalty and quality that clearly define excellence.”

“In terms of programming, I feel that they are second to none. The programmers provide a quick turnaround, but still take the time necessary to ensure that they are meeting the needs of my projects. Best of all, they are capable and willing to communicate directly with me instead of going through a middle man, which makes me feel more in control of my projects.”

“Every time we think we're asking the impossible, the pros at Franklin come through with flying colors! From customer service to press and every step in between, the Franklin team is top-notch. They are an invaluable partner and consistently make us feel like we're the most important client they serve.”

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Challenge

Members of the cable cooperative traditionally conducted their marketing programs on an ad-hoc basis. This fire drill approach meant that they had no collective buying power placing them at a disadvantage compared to large cable firms. It also meant that they had to devote time to such things as writing copy and managing print production schedules.

The premium channel that was proposing to pay for promotional materials supporting its programming was at a disadvantage because it had no control over how its brand was being presented. Accounting became a nightmare with numerous individual operators submitting bills for printing and direct mail. Finally, it ran into serious operational headaches if a cable operator made offers for free trials outside of the premium channel's schedule for such offers.

Without a formal, automated solution the deal between the cable cooperative and the premium content channel was close to dissolving. About that time, an agency who was a Franklin customer and also had a relationship with the cooperative suggested "Let's ask Franklin."

What is Franklin*Fast*?

Franklin*Fast* was designed as an online, web-based direct mail solution that enables you to create mailings right from your own computer. You simply upload your graphic and data files and see live proofs in minutes, including NCOA and postal processing.

Aside from the convenience factor, it also provides benefits such as speed, built-in quality control checks and reduced cost. While it is web-based, we provide the same hands-on approach that we do with all of our work.

Franklin*Fast* lends itself to a number of customized applications, like the program you are reading about here.

A large retailer uses the solution to enable people to order online Visa gift cards via their website. Orders can be placed as late as 10:30 PM and delivered to FedEx by midnight for next day delivery anywhere in the country.

A nationwide bank uses our automation program to run its new customer onboarding program.

Franklin*Fast* is a flexible direct mail solution that can be customized to fit a wide range of challenges.

Franklin*Fast*

Solution

We implemented our **FranklinFast** solution to perform the following tasks to streamline, express-lane and maintain strict quality standards:

- An online library of mail packages and other promotional material is available for cooperative member use so that the premium channel maintains full control over the use of its creative content.
- We provide online proofing and include the total program cost, including postage costs after automation and optimization have been applied for the best possible rate.
- There are no minimum quantities so members can order even small quantities. And, the mail and other printed material is produced within three business days.
- **FranklinFast** automatically generates financial reports to the premium channel, thereby enabling it to have complete financial control.
- Online mail tracking enables the cable companies to feed data to their call centers for follow-up telemarketing.

Franklin*Fast* Quality Assurance

FranklinFast is the culmination of 15 years of experience in preventing costly errors in the processing of data files for direct mail projects. By automating the time-consuming routine tasks of file scrubbing, de-duping, CASS Certification, Address Verification, seeds, and samples, the common mistakes caused by human error are eliminated.

By quickly arriving at the final quantity to be mailed, the print files can be pre-flighted, proofed, and sent to the client along with pricing, actual postage, and drop shipping opportunities for additional postage savings. Before any of the above can take place, the field names, variable amounts, and data integrity are all confirmed and total exposure verified back to original data base.

FranklinFast lends itself to repetitive projects that have been initially set up and programmed into templates for the matrix as well as the graphics. Initial set-up may require several hours on more complex jobs. Once set-up, proofs can be returned within 15 minutes and programming charges are reduced or eliminated.

Savings in time and programming costs are good but the real value of the process is its air-tight quality control.

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Results

- Cooperative members have online ordering convenience plus the purchasing power of larger competitors.
- The cooperative is able to provide its members with additional benefits without additional cost.
- The premium channel maintains total control over its branding, content scheduling and expenditures.
- Three business day delivery.
- Accounting nightmares are eliminated.
- Automated quality control.
- Members can track mail online for follow-up telemarketing.
- Members do not have to worry about being printing or direct mail experts.

For more information

To receive information on how a similar program can work for you, please contact:



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Ten Reasons Why You Should Work with Franklin

1. Robust information and physical security safeguards with independent third-party audit.
2. Twelve full-time programmers.
3. Twenty-four hour operation resulting in fast turn times.
4. No rush charges.
5. \$11 million in errors & omissions insurance.
6. Variable data experts.
7. Web-enabled mail and job tracking.
8. Two mailing facilities – Baton Rouge & Memphis.
9. Drop shipping to save you postage costs and speed up mail delivery.
10. Woman-owned with National Certification.

