

On-Demand Model



The information contained herein is the sole and proprietary intellectual property of AdSwift, LLC, Portland, Oregon.

Disclosure and distribution must be obtained at the discretion of an authorized AdSwift representative. All rights reserved.

OVERVIEW

AdSwift recognizes that the advancements recently made in digital printing technology, combined with the ever more pervasive use of the internet in corporate environments, has given way to a new evolution in marketing capabilities. As marketing professionals, we are now able to pinpoint target customers with vastly greater accuracy and timeliness than was ever thought possible before. Most corporations have not yet realized these performance improvements, still using traditional methods. To capitalize on this powerful new model, it requires a fresh approach to the way marketing creation, management and distribution are performed within organizations that replaces their current methods.

AdSwift is unique among direct mail providers because we are the first to integrate the creative development of the marketing message with the tools to distribute them strategically. Our site and the content we develop for it are designed to work together to maximize effectiveness of the campaign. We allow an organization to deliver the right message, at the right time, to the right demographic with ease, control and flexibility. A company gains advantage by faster responsiveness to ideas and events, taking just days instead of weeks. We drive down costs to a great degree while substantially improving response rates.

We call this forward-looking approach to marketing our **"On-Demand Model"**. Chief Marketing Officers can tailor and revise their marketing message on-demand. Advertising Personnel can update and add campaigns on-demand. Sales Managers can equip their sales teams with effective and pertinent marketing material on-demand. Independent Agents can access and use approved marketing materials on-demand. Everything about the AdSwift On-Demand Model is designed to be "swift" and highly effective. We have a simple plan for corporate utilization that assures no more waste and no more waiting.

CASE STUDY

THE TYPICAL WAY IT'S DONE:

1	A Marketing Idea is created and communicated at the top-level.	1 Day
2	A design firm or in-house person/department assemble the media.	2 Days
3	The design is sent back and forth for approvals, edits and compliance.	5 Days
4	The final file goes to an offset printer and a large quantity of "shell stock" is produced.	5 Days
5	The shell stock is shipped to a warehouse and stored until needed.	2 Days
6	A sub-quantity, usually over 1000, gets bundled and shipped to a user by their request.	5 Days
7	The user takes the shell stock to an imprinter or imprints personal info themselves.	3 Days
8	The user creates and applies address labels manually.	1 Day
9	The user goes to the US Post Office and pays for the materials to be bulk mailed.	1 Day
		TOTAL: 25 Days

HOW WE DO IT:

1	A Marketing Idea is submitted to the AdSwift system (online assets reduce searching).	20 Minutes
2	A design firm, AdSwift, or in-house person/department assemble the media (easier format).	1 Day
3	The design is posted for approvals, edits and compliance (instant review tools provided).	1 Day
4	The final file goes into digital storage (nothing gets printed until needed).	Immediate
5	A user accesses the media, and enters the personal information online.	5 Minutes
6	A user uploads their list for addressing the media.	5 Minutes
7	Materials are digitally printed, addressed, and mailed first class, as low as 100 quantity.	1.5 Days
		TOTAL: 4 Days

NET RESULT:

- 1 The marketing message goes from concept to distribution over **600% faster!**
- 2 Costs are saved on warehousing fees, imprinting, manual labor, shipping and travel... up to **400% cheaper!**
- 3 If a message becomes obsolete or outdated, there is no media thrown away.
- 4 The end user is more responsively supported, unburdened and empowered to use the marketing materials.
- 5 Smaller, customized, and more targeted campaigns increase response rates overall.

APPLICATIONS

- 1 Large Franchise and Multi-Level Marketing organizations can provide a centralized pool of materials immediately accessible by new inductees. Current members have readily available recruiting materials to increase enrollment.
- 2 Advertising Agencies and Design Firms can post the marketing assets they create to a branded site where they send their clients to fulfill ordering as needed. Campaigns can be isolated to clients, and even tracked to get per usage fee revenue!
- 3 Mid Level and Large Corporations can equip their entire sales force with the means to announce new products and services almost instantaneously! Compliance is maintained and advertising changes and specific needs can be accommodated daily.

STRUCTURE

AdSwift has worked with industry juggernauts for 3 years in developing a process and technology that flexibly suits a variety of organizational structures. The chart below demonstrates how the marketing process closely parallels the internal hierarchy of corporate management trees.

