

ePS MDSF “Don’t Be Like” Email Campaign

I created this impactful email campaign as a departure from the tech-heavy messaging that dominates the print SaaS space. Prior to this, ePS focused exclusively on feature-benefit selling rather than highlighting the problems that it’s software platforms solve.

Target Audience

- 8,500 small- to mid-size print businesses in North America
- 300 In-Plant Print facilities (higher education + large-scale businesses)

Open Rate

43%

Click-Through Rate

7%

Integration

- Landing Page
- Case Study Download
- LinkedIn Campaign

Leads Generated

168

New Business Generated

\$785,694

Digital Tools Used

Adobe Illustrator + Adobe Photoshop

Marketing Platform Used

Salesforce + Pardot



Mother Does Not Approve

Mother doesn't approve of web-to-print. Well, she would if she knew how much it could help her print business grow. Someone needs to tell her about **MarketDirect StoreFront®**, the user-friendly, yet comprehensive, turnkey web-to-print solution from eProductivity Software. With MarketDirect StoreFront, Mother would have all the tools she needs to quickly and easily create an e-commerce storefront to attract new customers, expand her service and product offering — even provide integrated print and fulfillment services for business customers through dedicated digital storefronts. **Don't listen to Mother**, MarketDirect StoreFront makes it easy to get online and get going.

#Web-to-Print #e-commerce #Printing #getonlinegetgoing  
#eproductivitysoftware



Desmond Says Web-to-Print is Hard

Desmond says web-to-print is hard. That's because Desmond doesn't know about **MarketDirect StoreFront®** from eProductivity Software. This user-friendly, comprehensive, turnkey solution is chock full of innovative tools that empower print owners with the tools they need to grow their business by harnessing the power of e-commerce. With MarketDirect StoreFront, Desmond can quickly and easily create an e-commerce storefront to attract new customers, expand his service and product offering — even provide integrated print and fulfillment services for business customers through dedicated digital storefronts. **Don't listen to Desmond**, MarketDirect StoreFront makes it easy for print businesses to get online and get going.

#Web-to-Print #e-commerce #Printing #getonlinegetgoing  
#eproductivitysoftware



Lyle is Cranky

Lyle is cranky. Cranky because he can't afford the web-to-print software he wants to use to help grow his print business. Imagine the smile on his face when he discovers **MarketDirect StoreFront®** from eProductivity Software. MarketDirect StoreFront is the affordable, comprehensive e-commerce toolkit that empowers print businesses around the world to expand their product offering, grow their customer base, and offer high-demand, high-margin products and services online 24/7. **Don't be like Lyle**, let MarketDirect StoreFront help you get online and get going.

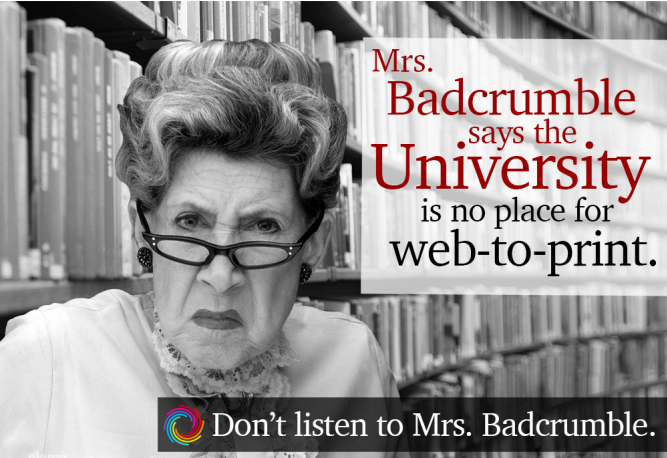
#Web-to-Print #e-commerce #Printing #getonlinegetgoing  
#eproductivitysoftware



Mother Says Web-to-Print is Nonsense

Mother thinks web-to-print is a bunch of hooey. She quickly change her mind if she knew how much it could help her print business grow. Someone needs to tell her about **MarketDirect StoreFront®**, the user-friendly, yet comprehensive, turnkey web-to-print solution from eProductivity Software. With MarketDirect StoreFront, Mother would have all the tools she needs to quickly and easily create an e-commerce storefront to attract new customers, expand her service and product offering — even provide integrated print and fulfillment services for business customers through dedicated digital storefronts. **Don't listen to Mother**, MarketDirect StoreFront makes it easy to get online and get going.

#Web-to-Print #e-commerce #Printing #getonlinegetgoing  
#eproductivitysoftware

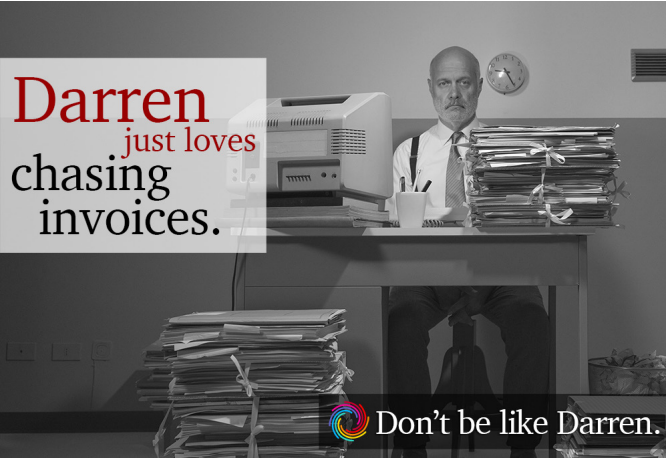


A Univeristy is No Place for Web-to-Print

Mrs. Badcrumble, the head of the in-plant print facility at State University, believes there's no place for web-to-print in her operation. She would if she knew how dramatically it could reduce costs, increase efficiencies, and drive utilization among university staff.

Someone needs to tell her about **MarketDirect StoreFront®**, the user-friendly, yet comprehensive, turnkey web-to-print solution from eProductivity Software. With MarketDirect StoreFront, Mrs. Badcrumble would have all the tools she needs to quickly and easily create an e-commerce storefront to make it easier for university staff to place orders, expand her service and product offering — even provide integrated print and fulfillment services for off-campus businesses. **Don't listen to Mrs. Badcrumble**, MarketDirect StoreFront makes it easy to get online and get going.

#Web-to-Print #e-commerce #Printing #getonlinegetgoing  
#eproductivitysoftware



Darren Just Loves Chasing Invoices

Darren knows the importance of getting paid, that's why he spends all of his time creating, sending and chasing invoices for his print business.

Someone needs to tell him about **MarketDirect StoreFront®**, the user-friendly, yet comprehensive, turnkey web-to-print solution from eProductivity Software. With MarketDirect StoreFront, Darren would have all the tools needed to quickly and easily create an e-commerce storefront for his business that processes orders and payments online 24/7, automatically manages his print queue — even generate, email and track invoices to specific customers. **Don't be like Darren**, and stop chasing invoices. MarketDirect StoreFront makes it easy to get online and get going.

#Web-to-Print #e-commerce #Printing #getonlinegetgoing  
#eproductivitysoftware