

# Our Services

## Direct Marketing

- Prospect Mail
- Re-engagement Mail
- Retargeting Web Post-click Postcards

## Marketing Strategy

- Campaign Planning
- Lead Nurturing
- List Acquisition
- Tracking & Analytics
- Creative Development

## Printing

- 1-4 Color Envelopes
- Digital Printing

## Online Print Store

- Customized Storefront
- On-Demand Printing



**cpmi solutions**  
STRATEGIC PRINT & MARKETING

**Brad Armstrong**  
VP Marketing & Sales

801.870.5986

[barmstrong@cpmisolutions.com](mailto:barmstrong@cpmisolutions.com)

[www.cpmisolutions.com](http://www.cpmisolutions.com)

3781 W 2270 S • Suite A  
Salt Lake City, Utah 84120



# Strategic Print & Marketing

## Our Marketing Hits Home(s)

Targeted consumer direct mail is still considered one of the most effective ways to build relationships and increase sales.

## Highly-Targeted Business Lists

Promote, sell, raise funds, and reach B2B decision makers.

## Balance Marketing With Brand Loyalty

Re-engage with personalized, compelling direct mail sent to existing customers or unmonetized inquiries.

## Automated Action-Based Marketing

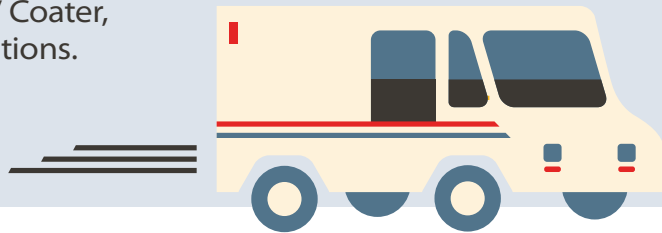
Nurture relationships and engage customers with recurring messages triggered at predetermined stages of a sales cycle.

## Tracking & Analytics

Measure campaign ROIs through reply cards, coupon redemptions, website traffic, or phone calls. Reply cards are scanned, entered, and sent directly to you.

## Printing

Xerox iGen 4 Digital Press, Xerox i1000 Digital Press, Halm Jet EM4000 Envelope Press, Halm Jet Press Envelope Press, Pitney Bowes Flowmaster Inserter, MBO B20 w/right angle Folder, Rollem Score / Perf Machine, Offline Flood UV Coater, Offline Inkjet Stations.



Call **Brad Armstrong** for more information about CPMI's services.

## Expertise and Experience Make a Difference

- Free strategic campaign consultation to determine touch points, timing, testing, and list segmentation.
- Results-driven marketing experts maximize and share campaign results.
- Our creative and strategic team work together to develop effective communications or update your existing designs.



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