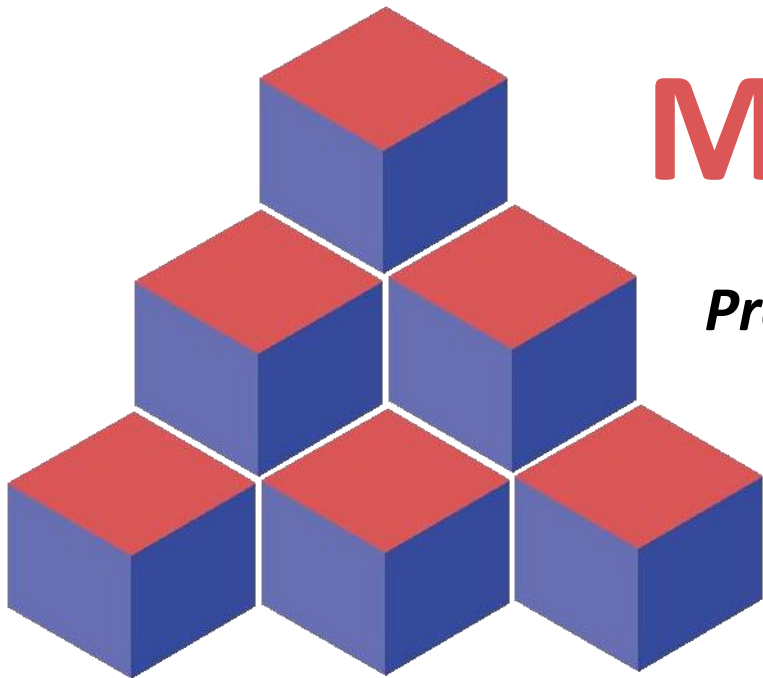




PREMIUM DIGITAL OFFICE SOLUTIONS



Marketing Solutions

*Premium Digital presents key **building blocks** for customer acquisition and retention.*

The Office Solutions Provider You Can Trust



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MARKETING SOLUTIONS



TRADE SHOWS & SIGNAGE



PROMOTIONAL PRODUCTS



ABOUT PREMIUM DIGITAL



We have **over 25 years in business** with over 100 years of cumulative experience in our industry



Managing Partners: Van Seretis, Alan Schwartz, & Gary Alessio



We are **laser focused** on client service, meeting the needs of your business, and offering a rapid and thorough response



6-year recipient of this prestigious industry award



We have **4 distinct divisions** to support your business and help it thrive



Complete Business Solutions



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ABOUT PREMIUM DIGITAL – The 4 Divisions



Office Solutions: Sale, Lease, and Service of Copiers, Printers, Scanners, and Postage Equipment. When your office equipment runs smoothly, your business runs smoothly.



Marketing Solutions: Graphic Design, Digital Printing, Copying, and Direct Mail Services. We are experts in postage and saving your business money on mailing, and we can help you deliver a lasting impression.



Trade Show and Signage: Banners, Posters, Decals, Interior & Exterior Signage, Table Skirts and Runners in multiple sizes and materials. Let us help you generate leads and drive incremental sales.



Promotional Products: Accessories, Apparel, Writing Instruments, Gift Bags, Notebooks. We can put your logo on anything and give your clients and prospects something memorable.



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Client Acquisition v Client Retention



Did you know?

- Acquiring a new customer can cost *five times more* than retaining an existing customer
- The success rate of *selling to a new customer* is 5-20%
- Increasing customer retention by 5% *can increase profits* from anywhere between 25-95%
- The success rate of selling *to a customer you already have* is 60-70%
- 80% of *future profits* come from just 20% of existing customers
- U.S. companies *lose \$136.8 billion per year* due to avoidable consumer switching

Source: <https://www.outboundengine.com/blog/customer-retention-marketing-vs-customer-acquisition-marketing>



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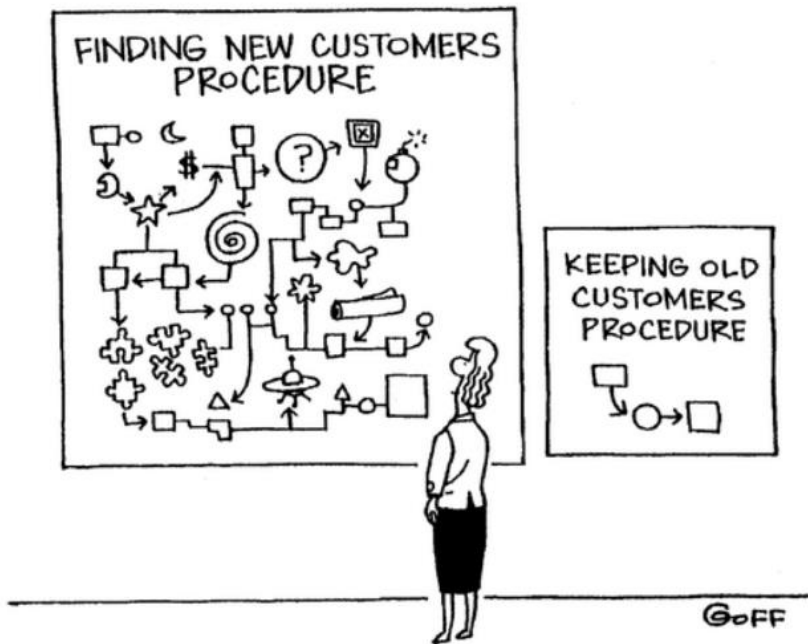


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Client *Acquisition* v Client *Retention*



Your brand, values, and messaging will prompt prospects to become customers.

Customer Retention leads to Customer Acquisition. Building customer loyalty by being a trusted brand will lead to referrals. *Your existing customers* can become one of the best *promoters of your business.*

Source: <https://www.outboundengine.com/blog/customer-retention-marketing-vs-customer-acquisition-marketing>

Source: <https://www.huify.com/blog/acquisition-vs-retention-customer-lifetime-value>

Source: Ted Goff (for image)



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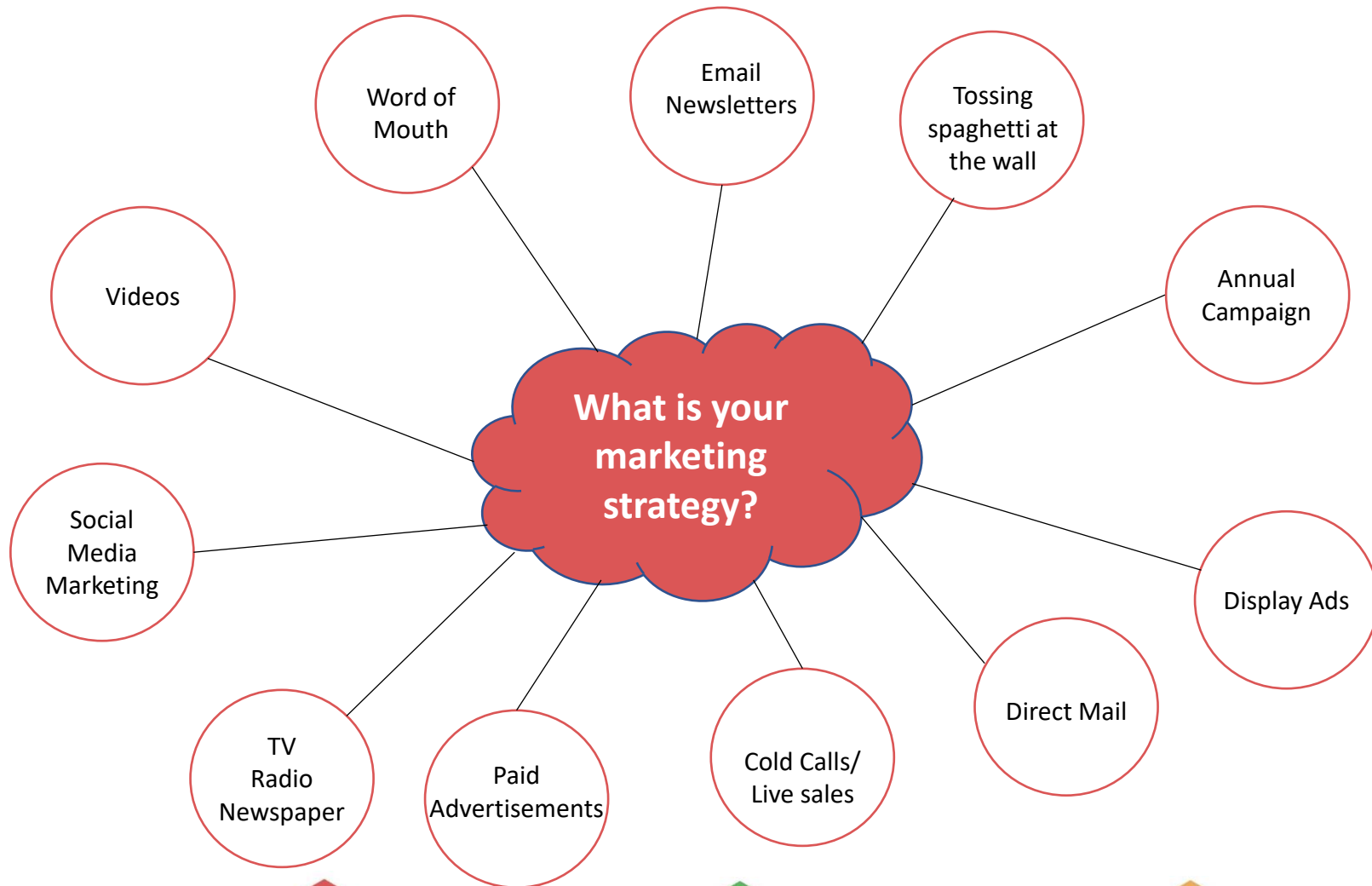


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So... What is your business currently doing for marketing?



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We can help you *focus your marketing efforts* by identifying your *target customers*.

Ideal Customer Profile

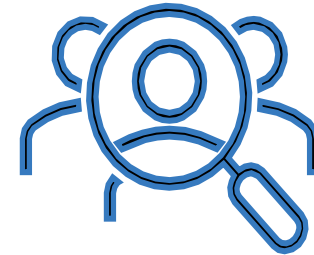


Buyer Persona

Evaluate your best customers and then develop your fictional model client



- What do they have in common?
- How did the relationships begin?
- What is the industry vertical?
- What is the size of the company?
- What is their marketing budget?
- Who is the decision maker?



- Statistics (age, gender, lifestyle)
- Motivations
- Frustrations
- Wants and Needs
- Behaviors and Activities
- Profession and Title



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Marketing Solutions from Premium Digital

Reinforce your Brand

Build trust with your target customers

Convey your brand's unique value

Define your business's personality



Be consistent throughout all marketing channels

Articulate your company's mission and vision

Identify and understand your competition

*"Branding is what people say about you when you're not in the room."
- Jeff Bezos*

Source: <https://www.paradigmmarketinganddesign.com/becoming-the-gold-standard-the-importance-of-a-brand-positioning-strategy-in-digital-marketing/>



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PREMIUM DIGITAL OFFICE SOLUTIONS

Marketing Solutions *for* Customer Acquisition *and* Retention

We *Design* compelling pieces that support your brand

We *Print* to your custom specifications

We *Mail* and are experts in postage and Informed Delivery

We *Analyze* the results of your project



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Marketing Solutions - *Design*



Join us in celebrating the
20th Annual
VETERANS FLAG DAY
5K RUN & FUN WALK

and help homeless veterans
honorably rebuild their lives!

THURSDAY
JUNE 17TH 2021
7:00^{PM}

Lyons VA Medical Center
151 Knollcroft Road, Bernards Twp., NJ
(Rain Date June 24th, 7:00pm)

Best Practices Lead to *Profitable Results*:

- Focus on Ideal Customer Profile and User Persona
- Maintain brand standards
- Glance Readership
- Large Text and High-Quality Imagery
- Clear Call to Action
- Continuity in Design
- Personalized Addressing

**Complete your 5K Run (3.1 miles) or
1 mile Fun Walk in person or virtually!**

For more details, please visit our website:
www.communityhope-nj.org/events/flag-day/
or scan the codes below.

To Memorialize or Honor your special veteran, please scan the code below or visit
<https://www.communityhope-nj.org/events/flag-day/pay-tribute-to-your-special-veteran/>

To make a donation to help homeless veterans, please scan the code below or visit:
<https://www.communityhope-nj.org/events/flag-day/donate/>



Any questions please contact Vanessa Bazydlo at
973-463-9600 ext: 308 or vbazydlo@communityhope-nj.org

Sponsored by Community Hope, Inc. Phone | (973) 463-9600 | www.communityhope-nj.org
All proceeds benefit our Hope For Veterans Program. Community Hope is a 501(c)(3) organization



Postcards, Appeal Campaigns, Formal Invitations and more...we design with your brand, audience, and goals in mind.



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Marketing Solutions - *Print*



<First Name> <Last Name>
<Address>
<City>, <St> <Zip>
<barcode>

With Your **HELP** CLOSTER YOUTH, FAMILIES, SENIORS AND THE DISABLED

Dear Friends & Neighbors,

It has been a year since you have heard from the Northern Valley PBA. Thank you to everyone who donated during last year's fund drive.

While in-person events may not be possible for the near future, your local PBA continues to help those in need and to support our charitable partners within the communities that we serve. We have provided food and other essential supplies for the homeless or ailing limited, assisted our military families and those that have lost loved ones to COVID or other causes, and checked in on the elderly and homebound to make sure they have the provisions they may need.

Your financial support is deeply appreciated, particularly in these very uncertain times. Your gracious contribution coupled with each member's annual dues will allow us to continue our work supporting important local private causes, the legal fund, and the widow's fund.



Along with this letter is a new 2020 PBA decal! Once again, thank you for your support of the Northern Valley PBA and our important charitable endeavors.

Very sincerely yours,


Corey Berghuys
Corey Berghuys
Financial Secretary, PBA Local #233



WARNING: P.B.A. Local 233 **DOES NOT** and **WILL NEVER** solicit by telephone. If you receive a telephone solicitation for a donation you are speaking to a paid telemarketer, not a Northern Valley Police Officer.

Information filed with the Attorney General concerning this charitable solicitation may be obtained from the Attorney General of the State of New Jersey by calling (973) 594-6215. Registration with the Attorney General does not imply endorsement.

Please mail your Donation made payable to:

 Northern Valley P.B.A.
Local #233 P.O. Box 95
Norwood, NJ 07648

\$25.00 \$50.00
 \$100.00 \$250.00
 Other _____

PLEASE SUPPORT OUR ANNUAL FUND DRIVE

If you wish to contribute to the Northern Valley P.B.A. Local #233, please return it in the enclosed envelope.

Name: _____
Address: _____
City/State/Zip: _____

Our *wide-ranging production capabilities* include:

- Folding and inserting
- Digital, Offset, Thermography Printing
- We can use your existing database; or,
- We can acquire a database for you targeting your ideal customer profile
- We will presort your mail and maximize postage savings
- We will apply the postage
- We will deliver to the post office





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Marketing Solutions - *Print*



A *quality, targeted database*
+ *compelling design*
+ *relevant messaging*
= a mailer that will *hit the bullseye*



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Marketing Solutions - Mail

We know postage and are a *partner with the USPS*. We can *save you money* on postage. We act as a *liaison* for our customers with all Post Office services. *People like mail*.



Did you know?

- 98% of people check their physical mail daily.
- Over 42% of direct mail recipients either read or scan the mail they get
- The average lifespan of direct mail is 17 days. The average lifespan of email is 2 seconds
- Direct mail recipients purchased 28% more items and spent 28% more money than people that didn't get that piece of direct mail.
- 73% of American consumers say they prefer being contacted by brands via direct mail because they can read it whenever they want
- 50.9% of recipients say they find postcards useful
- The response rate for direct mail is up to 9 times higher than that of email

Source: <https://www.smallbizgenius.net/by-the-numbers/direct-mail-statistics/#gref>



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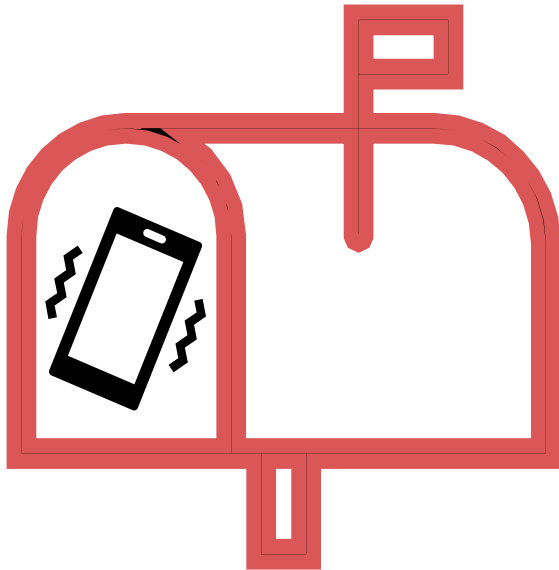
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Marketing Solutions – *Informed Delivery*

Turn your physical mail piece into a *digital driver* and *create a deeper connection* with your customers through an *Informed Delivery campaign*.



- Reach customers wherever they are, across all devices
- If it's in your mail, it's in your email
- Wrap around your customers with your brand and motivate them to act
- Capture customer attention... when they are ready
- Build a seamless, cross-channel customer experience
- Manage and track your campaign ROI

Let your physical mail piece *stand out in a digital world*.

Source: www.usps.gov



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Marketing Solutions – *Informed Delivery*

Informed Delivery is a **free service** through the Post Office for **residential customers only**. The USPS scans the recipients mail and then **sends an email** that shows what will be arriving in their mailbox later that day. Business can **enhance that email** with branding and links to **motivate customers to act**.

Premium Digital can manage your complete Informed Delivery campaign.

Great for:

- Non-Profits
- Civic Organizations
- Town Services (Fire, EMT, Police)
- Automotive Dealerships
- Residential Real Estate
- Retail Organizations
- Restaurants
- Day Care Centers
- Insurance

To use for:

- Appeal Campaigns
- Galas
- Virtual Events
- Fundraising and Donation Efforts
- Invitations
- Coupons
- Special Offers
- Just Listed/Just Sold Notifications
- Online Ordering



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Marketing Solutions – *Informed Delivery*

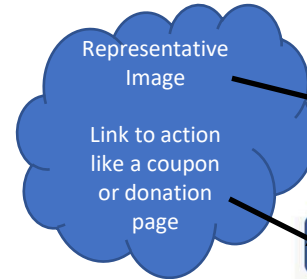
1 The letter goes in the mail



2. That same morning, the recipient sees Informed Delivery email notification of what is arriving to their mailbox later that day.



3. Recipient opens the email



4. If your website does not have a donation page, we can create one for you!



5. The mail is delivered the same afternoon, reinforcing your message!



6. Keep an eye on your Informed Delivery campaigns with tracking and analytics.



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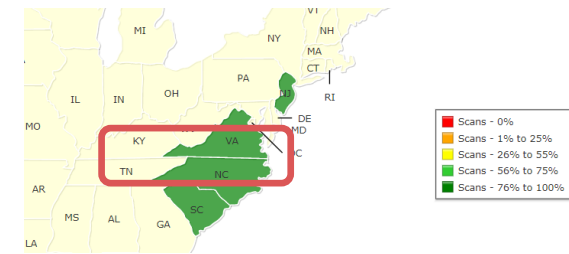


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Marketing Solutions - *Analyze*

Quantify the success of your Informed Delivery campaign with a *dedicated tracking dashboard*.

Job # - Title:	21581-21581 -	Pieces Mailed:	4,840	Replies 1:	0	ID Pieces:	1,773 / 69.505%
Mailed - In Home:	04/01/2021 - 04/04/2021	Pieces Tracked:	4,840	Replies 1 %:	0.000%	ID Emails:	2,020
Piece Type:	Letter	Pieces Scanned:	4,783	Replies 2:	0	ID Opened:	1,404
Mail Class:	Presort First Class	Percent Scanned:	98.800%	Replies 2 %:	0.000%	ID Clicked:	11 / 0.620%



All Pieces								
Scanned								
Not Scanned								
Delivery								
Not Delivery								
With Replies								
Name	Company	Address	City	St.	Zip Code	In Home	Scans	IMB Barcode
Recipient Names and Addresses			Wadesboro	NC	28170-2749	04/05/21	3	00241107208078560319
			Wadesboro	NC	28170-2402	04/05/21	3	00241107208078560320
			Wadesboro	NC	28170-6455	04/05/21	3	00241107208078560321
			Wadesboro	NC	28170-7224	04/05/21	3	00241107208078560322
			Wadesboro	NC	28170-2824	04/05/21	3	00241107208078560323
			Wadesboro	NC	28170-2334	04/05/21	3	00241107208078560324



Drill down to get the details you need.

- State, County, and Person data
- Percentage of total recipients that use Informed Delivery
- Open rate
- Click Through rate
- Undeliverable Reasons

Multiple views give you *custom insight* into the success of your direct mail program.



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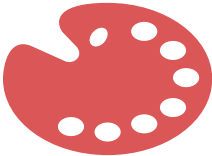


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Let us do the heavy lifting and....



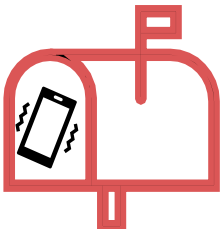
*You will gain a creative **DESIGN** that supports your brand and has a **strong call to action** that resonates with your target audience.*



*You will gain a custom **PRINT piece** based on your approved design, on any variety of **paper stocks**, with any number of **finishes**.*



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*You will gain a partner that can **MAIL** and **manage your Informed Delivery Campaign**. We will **deliver** your piece to the Post Office and **save you money** on postage.*



*You will gain a dedicated team that will **ANALYZE** and **report the results** of your campaign. We will help you **evaluate your strategy** and **keep it focused**.*



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Our Complete Business Solutions

... in addition to Marketing!



Our **expert sales and service teams** covering NJ and NY offer state-of-the-art printer and copier sales, service, leasing, and document management **solutions** that are **designed to meet the specific needs of each of our clients.** <https://premium-digital.com/products/>



We can guide you through products and best choices for your next **trade show, special event, or outing.** We offer our full services whether no matter the size of your project. View our trade show catalog: www.exhibitors-handbook.com



Your logo on anything! From apparel to coffee mugs, from water bottles to the finest corporate gifts. Take a look at our **promotional product offerings** and let us help you make a lasting impression: www.promoplace.com/premium-digital

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ANY QUESTIONS?

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<https://www.facebook.com/pdoscopiers>



https://twitter.com/_PremiumDigital



<https://www.linkedin.com/company/premium-digital-office-solutions-llc/>

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THANK YOU!

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