

CAPABILITIES

We offer high quality products and services at competitive prices. We are in the business to print! However, we produce products that are much more than just ink on paper. Need help designing your print piece...we do that too!

- **Brochures**
- **Calendars**
- **Door Hangers**
- **Flyers**
- **Postcard – Standard and Oversized**
- **Notepads**
- **Envelopes**
- **Promotional Products**
- **Direct Marketing Mail**

Insights & Analytics

All of our direct mail programs include back-end analysis and reporting. This allows you to gauge the effectiveness of your campaigns, and allows you to analyze the factors that influence your business the most, such as seasonality and price.

WHY DIRECT MAIL?

One of direct mail's biggest advantages is its ability to make personal one-to-one contact with your customer or potential customer. Consider these other reasons when deciding whether to use direct mail:

- *Quick to produce*
- *Quicker response*
- *Highly targeted*
- *Less competition*
- *More personal*
- *Media Enhancement*
- *Easy to respond to*
- *Get access to a list of loyal customers*

5 STEPS TO ENHANCE DIRECT MAIL

1. *Use Postcards*
2. *Have A Clear Message*
3. *Unbeatable Offer*
4. *Call To Action*
5. *Multiple Touches*








Impressive Impressions helps solve your toughest challenges by offering Print Solutions and Marketing Programs, to improve your customer experience through Design/Print/Mail.

DIGITAL PRINT

With 25+ years of experience in the print world, our team is dedicated to producing the highest quality products. Here's what makes us great!

-  **DIRECT 1:1 CONTENT**
Customized, data-driven, relevant communications that improve response rates and ROI
-  **PRINT-ON-DEMAND**
Flexibility and fast access to print timely materials that capture opportunities in changing markets
-  **DISTRIBUTION**
Materials to market faster with lower shipping costs and less environmental impact

CUSTOMIZED COMMUNICATION

We can personalize your materials to target any individual customer in almost any way you can imagine. From simple addressing and point-of-sale identification to sophisticated text and dynamic graphics, your pieces and campaigns can be unique to each and every customer.



**CONTACT US TODAY
FOR A FREE QUOTE**

(734) 927-6542

JudyY@THINKIMPRESSIVE.COM

