

HOLIDAY CARDS

THE PROCESS: Direct Marketing and Green Printing

THE CLIENT: Earth Friendly Greetings

THE CHALLENGE: Earth Friendly Greetings needed to find a partner they could trust to integrate their website with their order management system. They needed a true green process that would produce and deliver artistically created cards, printed on recycled paper and produced digitally to conserve natural resources and reduce energy consumption. These greeting cards needed to

be customized with full color logos and include a personalized salutation.



*A time to let you know
how much you are appreciated.*

*With our thanks & wishes
for Beautiful Holidays*

**SENTINEL**

Warm regards from your friends at Sentinel

CUSTOMIZABLE HOLIDAY CARD

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THE SOLUTION: Sentinel provided an integrated email and direct mail campaign. The goal was to increase awareness of the special design features of the greeting cards and drive traffic to the Earth Friendly Greetings' website.

E-MAIL CAMPAIGN



The direct mailing was sent to the same existing customer base for an upcoming holiday. This allowed for a personal experience of the impact when receiving an Earth Friendly greeting card.

A special offer was designed as an incentive to order by a specific date. A unique promotion code allowed for tracking of the success of the offer and Sentinel provided the e-mail campaign response reporting.

THE RESULTS: Earth Friendly Greetings was able to double the order of holiday cards from the prior season. They also raised the awareness of local Long Island graphic talent and messaging to a new customer base.