

# MARKETING AVENGERS

PRINTAVIZION EDITION



GET READY TO TAKE YOUR BUSINESS TO  
**NEW HEIGHTS!**

BY DEVIN HERZ



# The Ultimate “Shock and Awe” Marketing Weapon That Destroys Competition & Turns You into a Victorious Superhero!

**By Devin A. Herz**

*With over two decades of marketing experience under his belt, Devin Herz, Founder and Chief Creative Consultant of DMC (Dynamic Marketing Consultants), is no stranger to super-heroics – especially when it comes to helping business owners and entrepreneurs promote and sell their products and services all the way from Main Street to Wall Street.*

*One big reason for his long-term success is that he doesn't let any grass grow under his feet - he's constantly on the lookout for new and exciting ways to make his clients stand out from the crowd. And you're about to find out about one of his biggest and best marketing innovations in this very chapter!*

**- Richard Seppala**



THOR HAS HIS HAMMER. Captain America has his shield. Spider-Man has his webbing. And the Green Arrow has...well, his arrows.

Most superheroes have their signature weapon – the thing that allows them to triumph again and again when they do battle. It also becomes their trademark; the item that makes them memorable and allows them to stand out from the other costumed crusaders.

Like the superheroes, any business also needs a primary marketing “weapon” to make its mark. And that weapon needs to be as accurate as the Captain’s shield, as all-powerful as Thor’s hammer – and it also needs to remain in the intended audience’s mind, just as strongly as Spidey’s web sticks to walls.

Our marketing company, Dynamic Marketing Consultants (or DMC for short), discovered such a weapon, and it has resulted in an incredible number of success stories for our clients - including actually getting a law passed in New York City!

So, read on and find out about an amazing marketing and sales solution that doesn’t require any reading... because you *watch* it instead.

## **On the Cutting Edge with PrintAVizion, a.k.a. Video-In-Print**

As marketers, our job is to stay ahead of the curve. Our mantra for our clients is to “use the kind of marketing that your competition hasn’t even heard of yet.” So, over the years, we’ve focused a great deal on unique forms of direct marketing in an attempt to always keep our clients ahead of their competition.

We began researching this particular technology an entire decade ago. Back then, it was so new (and so expensive) that it simply wasn’t cost efficient for most of our clients. But we knew it was a winner – and that it was just a matter of time before the technology would catch up. So we made sure to keep tabs on it.

Finally, about ten years ago, we discovered the price had come down far enough that we could make it work. And because we had been relentless in keeping track of this exciting innovation, we were pumped to realize we would be among the first companies in the world to offer this technology to our clients as a marketing tool.

PrintAVizion soon became one of our client's most incredible marketing weapons.

The Video-In-Print technology is pretty self-descriptive: packaged as what seems to be a small hardback book or brochure, the recipient opens it to instead discover (to their awe and delight) a paper-thin LCD video screen embedded right there in the print page. The surrounding packaging may contain text or photos, as well. But the most intriguing aspect is certainly the video-within-the-book.

These Video Books and Video Brochures are completely rechargeable so your user can view your videos over and over again, allowing them to show it to their friends and business associates. And what's more, we've seen that as the price of Video-In-Print technology keeps coming down, the quality of the videos just keeps getting better.

Frankly, it's an amazing solution – the visual impact immediately captivates the recipient, who can actually *see* and hear your message, rather than just reading it.

Now, you might think it would be easier to load up an iPad or similar tablet with a video and get the same results. However, those tablets do a multitude of things – which means your video can easily get lost in the shuffle. With our PrintAVizion solution, it's all about – and it's *only* about – your marketing video, your commercial, your sales pitch, your gallery of products and services, your glowing testimonials... whatever content you want to feature on the actual video, which, by the way, will play with full, great-quality sound and picture – no compromise!

And, like a real book, a Video Book can have different “chapters” or video messages. For instance, your Video Book might have four buttons inside

which, when pressed, allows the “readers” to skip to four different “chapters.” One button could take them to a video introduction from you, another could feature some of your services, a third might show them some testimonials, and the fourth could feature a call to action.

All of these customizable features offer you complete control over your message and its delivery – packaged in such a unique (and dare I say, *cool*) way that people are sure to show it off to their business associates, family, and friends.

PrintAVizion can also be used for catalogs, sales, new member welcome kits, whale prospects, program overviews, testimonial showcases, and anything else you can imagine. The potential for your video message is limited only by your creativity.

How about even having a catalog that has a custom video for each page? If you want to have multiple pages in your PrintAVizion catalog, it’s now possible to have a cut-out window on each page. Every time someone turns one of the pages, the video skips ahead to the appropriate video for that page. For example, if the book you’re reading now were a Video Book, you could turn the page to Richard’s chapter and his video would begin playing - then you could turn the page to my chapter and suddenly my video would start playing.

Obviously, there are less expensive ways to send video messages. You could simply send a DVD with your video on it. But how many people will take the time to unwrap the DVD, insert it in the playback machine, and sit down to watch it - especially in this day and age of insanely-convenient streaming? I mean, I know a lot of people who don’t even own a DVD player anymore. In contrast, think about how many *more* will watch what’s inside a PrintAVizion product – simply because all they have to do is open it and take a look at what they’re already holding in their hands? Not to mention the fact that it is very likely to be the first Video-In-Print piece they’ve ever seen, the novelty alone is guaranteed to intrigue them!

# Is PrintAVizion for You?

PrintAVizion has turned out to be one of the most amazing high-end prospecting tools that we have to offer. However, they are best for clients who will get a good ROI out of each individual purchase.

Obviously, PrintAVizion won't be cost-effective for somebody selling six dollar cheeseburgers. But the manufacturer who's selling \$5000 systems or packages? The consultant who's after long-term contracts? A dentist selling dental implants for which a patient might spend \$30,000? These are ideal candidates.

*Here are just a few ways in which our clients have used the PrintAVizion technology:*

- Welcome Kits
- Shock & Awe Mailers
- Sales Tools
- Point of Purchase Displays
- Specialty Packaging
- Training Manuals
- Education
- Video Direct Mail
- Print Collateral
- Magazine Inserts
- Catalogs
- Keepsakes

Of course, the cost of producing PrintAVizion can be an understandable concern, but it's important to consider the huge benefits they can deliver. If you stand to make a thousand dollars on a sale, is it worth the investment of fifty or a hundred dollars to make that happen? The savvy business owner would say it is.

To illustrate, realtors specializing in high-end properties find the PrintAVizion Video Books to be a great marketing tool when used to impress potential clients. The book can describe the agent's services and show testimonials from other satisfied clients who were happy with the way this agent handled their real estate transactions. It immediately shows the prospective client you are cutting-edge and that you will take a unique marketing approach to selling their home. It can also show photos or video of the high-end properties recently listed or sold by the agent. The book can be tailored to the price ranges and tastes of the agent's preferred clientele and will surely capture the potential clients' undivided attention.

PrintAVizion also offers great sales opportunities to the higher education market. Colorado State University uses them to motivate students to enroll in courses where the subject matter may not easily be explained in the course listing. It's a great way to illustrate what some courses teach in an exciting, visual way, motivating more potential students to sign up for those courses. End result: more profits for the school.

Let's talk about consultants, coaches and other entrepreneurs who traditionally sell their own information products through, say, a 12-CD or DVD set. How much easier is it for one of their clients to get the same information through two hours of content in a Video Book? They can just pick it up and resume watching it whenever they want!

***Here are a few more examples of what our clients have done with PrintAVizion:***

- Allstate's corporate recruiters used Video Books to convert insurance agents who owned their own agencies.
- Professional speakers marketing their availability for speaking engagements included their sizzle reels and snippets of speeches to demonstrate their impact to potential audiences at upcoming events.
- Xenex sent out one thousand Video Books to hospital administrators to demonstrate their new germ-zapping robots – the latest technology for fighting contagious threats such as an Ebola outbreak.



- Attorneys, dentists, and other professional practice owners have used PrintAVizion to educate and inform their clients. Lawyers, for example, used Video Books to inform their clients on what they can expect to experience during a case, whether it's a divorce, bankruptcy, malpractice, or any other kind. Dentists, similarly, used the devices to educate their patients on certain treatments in which they may be interested.
- Billionaire Mark Cuban used Video Books to sell season tickets and private suite seating for professional sporting events at the American Airlines Center sports arena in Dallas. (If Mark Cuban takes a personal interest in using your marketing tool, you know it has to be a winner.)

As this chapter's title indicates, I believe that PrintAVizion has the ability to create the ultimate "shock and awe" vibe because this technology doesn't necessarily have to be delivered in the form of a book. It can be integrated into a box containing all your marketing materials which, when opened, will instantly play a video featuring you greeting the recipients and explaining the contents of the package. *It's a live sales presentation in a box!* These videos can also be mounted on postcard-sized materials that can be sent out in simple mailing envelopes – or even on business cards, believe it or not, if you really want to make a splash. Think of what an impact those marketing tools could have on your next campaign!

However, you want to use the concept, there's no question that the Video Book can be incredibly influential.

Remember when I mentioned earlier how a Video Book actually got legislation passed? It's true. In an effort to avoid the local taxes and license fees on their cars, New York residents had begun registering them in nearby Philadelphia, Pennsylvania. Since opponents of this tax dodge feared that the issue might be a well-kept secret from some lawmakers, they distributed Video Books describing the problem to lawmakers in New York City as they entered the state

house to consider the vote on a new law banning automobile registrations in another state.

As you can imagine, the bill passed.

## **Your Overall Marketing Strategy**

It's important to note that, as with any marketing "weapon," PrintAVision needs to be part of an organization's overall marketing strategy. And that strategy can be tough to create from within the organization. First, it's expensive to maintain the type of in-house marketing expertise you need to promote your company correctly. Second, you invariably are too close to what you're trying to sell—you lose objectivity and, with that objectivity gone, you easily lose sight of what the right marketing approach might be for your business. Finally, most business owners are simply too busy running their companies to devote the time necessary to develop effective marketing plans. And that can be costly in terms of lost sales and opportunities.

That's where my company, DMC, can really be YOUR advantage above the competition. With our Marketing Mastery system, we analyze your current business position along with your future business goals and prepare a marketing plan to help you achieve—and hopefully surpass—your goals. We can then implement those plans, providing your business with a team of specialists who work virtually to fulfill all your marketing needs at the highest possible level.

While the creation of a long-term marketing plan seems like an obvious method for business success, a surprising number of businesses fail to put such a plan in place. Many simply throw a handful of different messages into the marketplace, hoping something hits the bullseye. Occasionally, we see this strategy used even by successful businesses, and we wonder how much more business they might gain if they actually implemented an integrated, comprehensive plan.

From a personal standpoint, I see this often, as I can't help but analyze everyone's marketing efforts—it's in my blood! My dad owned retail stores in the

New Jersey area, and, from a young age, I was very interested in helping out with his marketing design and advertising. As a teenager, I even got to compose some ads on my own. All of that early training quickly taught me what worked and what didn't—and also inspired me to make marketing my career. Early on, I was lucky to have the professional opportunity to work with the New York Yankees, where I learned what it takes to make a winning organization, and the importance of communicating that positive image to the public. My experience taught me about the success that can come from creating unique marketing that's memorable and impactful.

At DMC, we strive to get our clients noticed in a way that makes them look good—and causes people to see them in the best possible light. To do that, we go the extra mile to understand who their customers and clients are, what they look for in a business, and, most importantly, what motivates them to buy.

PrintAVizion is just one example of our quest to find new and innovative marketing solutions that no one else has tried before; solutions that extend all the way from traditional direct mail to the latest cutting-edge online marketing opportunities.

If you want to see how PrintAVizion might work for your company – or if you'd like to explore any other unique and powerful marketing solutions – I'd be excited to talk to you.

As I said at the beginning, a signature “weapon” can make anyone into a superhero – and we'd love to help you find the one that will shoot you into the stratosphere!

Ready to take your business to  
higher heights?

- Shoot me an email

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- Give me a call 813.803.5200

- Schedule a time to speak at  
[PrintAVizion.com/schedule](http://PrintAVizion.com/schedule)



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