

## Case in Brief: Konica Minolta Gets Personal with Potential Customers

Konica Minolta Canada used multichannel marketing to reach out to its customers and prospects in a more relevant, personalized way, resulting in a higher conversion rate.

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Informing existing and potential customers about its new high-speed color printer was a priority for [Konica Minolta Canada](#). However, the high-tech imaging and networking technologies company understood that traditional marketing techniques could be impersonal, limiting their impact, and wanted to bolster these efforts with a more individualized touch.

### Situation

Konica Minolta Canada planned to launch its new bizhub Press C8000 printer at Print World 2010, a major industry trade show. The company wanted to inform as many potential clients about it as possible, but it wanted to do so in a relevant, personal way. Additionally, it wanted to encourage its best prospective customers to visit the show to see the printer in action.

The marketing team understood that a mass-generated invite would not have the same effect as personalized contact. The better approach, according to Kelli McCarthy, channel marketing manager, would be to use an integrated marketing campaign that combines its corporate marketing effort with the local sales offices, presenting a united front.

Konica Minolta Canada's marketing team worked on a strategic, personalized campaign that would enhance the relationship between salespeople and customers. This included giving its reps the tools they'd need to capture the interest of specific, targeted prospects and close more deals.

### Strategy

The company used [L2](#)'s Automated Marketing Portal to create personalized micro-sites that each of its sales representatives could use to inform their customers about the launch. The reps themselves could further personalize the sites for their individual clients, and use personal URLs (PURLs) to reach out to more than 1,000 prospects. Reps could also use the PURLs to nurture leads through continued contact and collect customer data. Along with providing information about the new printer, the PURL included

an option for customers to sign up to receive free passes to Print World 2010 so they could visit Konica Minolta's booth see the product in action, as well as information on entering a drawing for a chance to win a printer. "We wanted a solution to help us create a high-end campaign that would allow us to tie the introduction of the new product with invitations to Print World, while allowing our sales reps to interact with their clients," she says.

McCarthy says the impact of having sales reps contacting their customers and prospects directly, rather than having the marketing department carry out this integral step in the sales process, enhanced the customer experience by providing personalized contact from someone they already knew.

## Results

The company experienced unprecedented interest in its product following the campaign, and saw the impact of harnessing the relationship-building skills of its sales reps. In fact 4.5 percent of potential customers who received a second contact by a sales rep accepted the offer to visit Konica Minolta's booth at the Print World 2010 trade show in Toronto last November, as opposed to 1.5 percent of those first contacted via direct marketing. McCarthy says that adding a direct contact from the sales reps was three times more effective than marketing alone. "Conversion from prospects to candidates continues to exceed expectations," she says. As a result, Konica Minolta plans to continue using the Automated Marketing Portal for future product launches.

## Lessons learned

*Get personal:* Addressing customers by name—despite the channel—might seem like a small step, but makes a positive impact on the relationship.

*Engage frontline workers:* The people at the frontline are crucial links in the sales chain, so it is imperative to give them the tools they need to connect with customers in the most relevant, personalized manner possible.

*Seeing is believing:* Facilitating the possibility for customers to see a product in action is an important step in any marketing campaign.

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