



Mossberg & Company Inc.
Precisely.

A Marketing Services Case Study

A campaign management system to smile about.

A leading manufacturer of dental products wanted to boost its sales efforts with marketing tools that could be easily personalized—and keep brand standards high.

Our solution started with online campaign management, but included so much more.



Healthcare

Campaign management

On-demand

Website development

Lithography

Digital printing

Inventory management

Variable data

The challenge. A leading manufacturer of dental products found itself spinning its wheels in attempts to communicate its marketing messages across several audiences, including dentists, dental labs, sales representatives, and distributors.

They approached Mossberg for an on-demand solution that would utilize the power of the internet to create personalized marketing materials. However, it was just as important to ensure that all materials were on-brand.

The solution. Mossberg created a complete campaign management system by combining several of our marketing services specialties. We developed a website that links seamlessly to the client's corporate site. Users can securely log in, find designed and branded materials, and order what they want: brochures, postcards, statement stuffers, posters, and ads.

The result. Today, the client has a flexible system that meets many needs. Some materials are printed on our conventional offset lithography equipment, then warehoused for future imprinting. Other materials are truly on-demand. They incorporate variable data (for customized messaging to a specific audience or individual), print digitally, and ship directly from Mossberg.

As more and more sales reps and distributors embrace the easy-to-use technology, the use of this campaign management system is active and growing. Based on the success of this relationship, we're now helping our client not only launch a new teeth-whitening product, but also take it direct to consumers.

Mossberg & Company offers you a surprising range of capabilities to help your communications connect more precisely and meaningfully—every time. Our marketing services are focused on your brand, your goals, and making your life simpler. Contact us today to learn more.

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