

# A Campaign Management System to Smile About.



## Communicate Marketing Message Across Several Audiences



### 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 & Company for an on-demand solution that would utilize the internet to create personalized marketing materials. However, it was just as important to ensure that all materials were on-brand.

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### The Solution.

Mossberg & Company 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. Web-to-print solutions are Internet browser-based software applications that facilitate commerce, collaboration, and/or customer service interaction between those who buy printed products and those who produce and sell them. Users can securely log in, find designed and branded materials, and order what they want: brochures, postcards, statement stuffers, posters, and ads. This specifically allowed the dental manufacturer to supply its team with uniform branded materials.

### 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. Variable data is used for customized messaging to a specific audience or individual. These on-demand

materials print digitally, and ship directly from Mossberg & Company. 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.

Since February 2013, when the site was launched, there have been 55 starter kits ordered. The 55 starter kits have led to 1,435 orders of different teeth whitening refills and new products. More than 1,500 dentists support this product and about 350 claim to actively sell the whitening product.



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