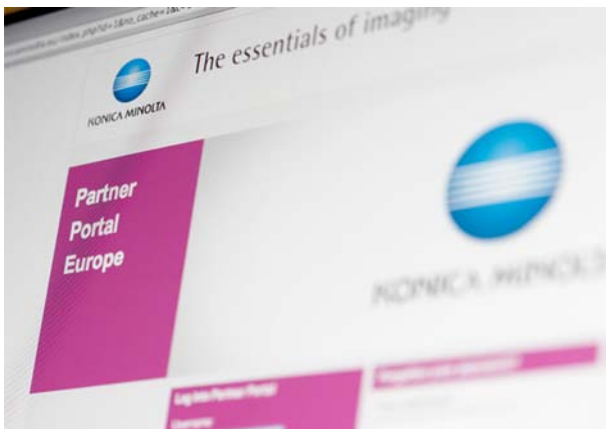


Konica Minolta Europe

Campaign engine



An engine to drive partner sales

In order to accelerate the marketing activities of Konica Minolta's partners throughout Europe, our communication force created a campaign engine for their partner portal site. There were two different approaches to this campaign engine, giving the country/dealer the opportunity to use a set of standardised tools, or to use our framework to create their own marketing materials.

The first element of the marketing campaign involved a set of tools we created – direct mailers, banners, e-news, a landing page – derived from Konica Minolta's pan-European product ad campaigns. Dealers could request these materials online via the partner portal site. Direct mailers could be ordered and printed, incorporating approved call-to-actions, such as a discount or free feature. The mailers and e-newsletter could also feature a personalised URL which led to a personalised landing page. Statistical reporting is implemented in the campaign engine, giving the countries/dealers measureable and clear information about who used the website and what they consulted – making it an extremely valuable sales tool.

For the second element of the campaign engine, dealers could create their own mailings using the templates and framework we devised: the Content Media Creator. It provided all the necessary tools for Konica Minolta's partners to develop their own local promotions using Konica Minolta approved corporate elements (i.e. logos, images, graphic style) within a flexible, clean and user-friendly environment.

Konica Minolta Europe

Campaign engine

What we've done:

Created a marketing campaign engine, including direct mailers, landing page with personalised URLs and statistical tracking, and Content Media Creator.

Our quality services:

- Account management
- Development of online tools
- Printing supervision
- Quality, budget and planning control

