

MI4P CASE STUDY:



Snap Print

Local Edge
Direct Mail for Printers



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✓ CLIENT BACKGROUND

Since 1979, Snap Print has been working closely with clients to provide digital, offset, and large-format printing with a hand-crafted touch. Located in the historic business district of Hopkins, Minnesota, Snap Print has remained competitive by implementing modern design, digital services, and keeping their focus on serving their local market.

<https://www.snapprintinc.com/>

✓ CLIENT QUOTE

*"Keeping ourselves in front of other area small businesses helps us maintain our reputation of a reliable, community resource. We use **Local Edge** from Marketing Ideas For Printers as our locally-focused direct mail solution. Mailing it every month helps keep our revenue consistent, and we even see an uptick in our sales after mailing."*

THE CHALLENGE

Located in an area packed with other small businesses, Snap Print wanted an effective way to reach the numerous businesses within their tight, local radius without spending a large amount of time or money.

"We were looking for a way to generate more revenue and spread the word about our business. Plus, with so many businesses nearby, we wanted an easy way to market promotional items and get customers in the door even if it was for small stuff. We knew that small stuff turns into bigger stuff, so we wanted these local businesses thinking, 'Oh, I know where to go!' when it came to their printing needs."

THE SOLUTION (As told by Snap Print)

Local Edge | Direct Mail for Printers

Snap Print uses the **Local Edge** direct mail package from Marketing Ideas For Printers to reach and connect with other businesses nearby. Here's why:

It's Quick and Easy. "**Local Edge** is easy to work with and customize how we want. We don't have to sink a lot of time into it, which is great because we don't have any time to spare."

It Makes Us Look Professional. "Graphically, the **Local Edge** package is professional without looking like it came out of the can. It looks like we put it together on our own using good design sense that appeals to our prospects and customers."

It Works. "With COVID, there were a lot of question marks. But our monthly direct mail campaigns helped keep our revenue consistent. Even our accountant noticed that the postcards were creating an uptick in our sales, and our entire team advocates for doing it."