

## MI4P CASE STUDY:



# PaperGraphics Printing

**National Direct Mail**  
Direct Mail for Printers



### ✓ CLIENT BACKGROUND

PaperGraphics printing has been serving the community of Temple, Texas, since 1972. The company started in April of that year as Speedy Print and became the first quick printing business in Temple, Texas. Later, they became so much more than quick printing and changed the name to PaperGraphics. Four years ago, they added a FASTSIGNS franchise to increase their services even more to the local area. As an all-digital printer, PaperGraphics provides everything from direct mail to signs and banners, helping businesses grow through print.

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

### ✓ CLIENT QUOTE

*"We know direct mail works. We always mail every month, and we have been for 30 years. Direct mail is great advertising and something you need to be doing when things are going well and when things aren't going well. Marketing Ideas For Printers makes it easy."*



**Doug Smith**  
PaperGraphics Printing  
Temple, Texas

## THE CHALLENGE

PaperGraphics wanted a way to get their name in front of their customers and present a unified, consistent message.

"When we don't mail direct mail, we see a decline in our sales. Direct mail keeps us in front of customers at all times. That's why when sales get slow, I always check our direct mail. Customers have come to us and said they like our direct mail and want us to do their direct mail as well."

## THE SOLUTION (As told by PaperGraphics)

### **National Direct Mail** | Direct Mail for Printers

PaperGraphics uses the **National Direct Mail** direct mail package from Marketing Ideas For Printers to reach and connect with their clients. Here's why:

**National Direct Mail makes us look professional.** "National Direct Mail helps us show off our professionalism. Simply put, the content and graphics just make us look great. The colors and design pops and grabs attention."

**National Direct Mail makes it easy to reach a broad audience.** "I love that Marketing Ideas For Printers helps us get our message out quickly and easily and in a way that looks great. We don't have to come up with content because the content from Marketing Ideas For Printers is just amazing."

**National Direct Mail combines online and offline marketing in a complete package.** "I love that **National Direct Mail** comes as a complete package with both social media and email marketing content. I also love that I can link all of my marketing solutions together for one consistent message. Plus, I can mail it anywhere without any zip code limitations."

"I have used different direct mail packages in the past, but I switched to **National Direct Mail** as soon as we heard about it. **National Direct Mail** allows us to show more of our capabilities. It creates a consistent message across all of our marketing. Plus, it just makes us look great!"