

# BUSINESS

THURSDAY, JUNE 29, 2006

THE WILTON BULLETIN

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## CANTERBURY GRAPHICS CELEBRATES 10TH YEAR

# Moving beyond printing business to run direct marketing campaigns

BY BRIAN SHEA

Mark Kolier, owner of Canterbury Graphics Strategic Marketing at 11 Grumman Hill Road, has been in the printing business a lot longer than the 10-year anniversary of his business might lead one to believe.

"I did just the printing for 20 years, but about a year and a half ago I realized there wasn't a lot of ingenuity one could bring to an eight- by 11-inch piece of paper," said Mr. Kolier in an interview with The Bulletin.

Mr. Kolier's business specializes in direct marketing campaigns. When Mr. Kolier started his business back in 1996, printing was the only part of a long line of steps in a direct marketing campaign that he was involved in. But since then, his business has evolved into one that can potentially handle every one of those steps if a client so chooses.

"The major change was adding creative services to the business. Now the business can both design and coordinate a direct marketing campaign and we're able to handle projects from beginning to end," said Mr. Kolier.

But as a result of this, Mr. Kolier noted that much in the way of planning is necessary to effectively run a campaign.

"We have to work backwards to understand what kind of job it is, how it's being distributed, what class of postage we're using, when do we need to do our postage requests, data requests, and artwork requests," he said.

One example of the product Mr. Kolier's company produces is magazine inserts. The objective of the insert is to get a potential customer interested in the advertised product, and Mr. Kolier said that in order for the insert to be successful a certain amount of creativity is necessary.

Another way of direct marketing that the company employs is that of sending mail and then following up with the customer through e-mail. Mr. Kolier said that

this has proven to be more effective than sending an e-mail followed by sending mail.

Although Mr. Kolier's business has expanded its horizons beyond merely printing, he said that it still remains one of the most important facets of his work.

"We haven't had a client come in yet who has requested only our design and creative services and not made use of our printing services as well," said Mr. Kolier.

Mr. Kolier said that the difference between direct marketing campaigns and mass media campaigns is that direct marketing campaigns are more easily measured in terms of effectiveness than mass media campaigns.

Direct marketing campaigns also compile information on the people that they send their work out through data modeling. Data modeling essentially consists of examining the purchasing habits of people. For instance, Mr. Kolier said that you might find patterns among women who buy shoes or men who buy beer and from that extrapolate what they might be interested in purchasing.

But Mr. Kolier also said that his com-



Mark Kolier, owner of Canterbury Graphics Strategic Marketing, has expanded the horizons of his business over the years from a printing business to one that can coordinate a direct marketing campaign from start to finish. —Brian Shea photo

pany works to make sure that the campaign reaches the customers who are interested in the product.

"Nobody wants to send a piece out to someone who doesn't want it. We want to make it relevant to the person because that ultimately makes it more effective," said Mr. Kolier.

To further that point, Mr. Kolier said that it's not about the quantity of the product that is sold, but that the person who buys it is satisfied with the product.