



Client – CMC Group, Inc.

CMC Group, Inc. is a company of companies. The companies under the corporate umbrella are DayMark Food Safety Systems, Century Marketing, Century Systems, Century Solutions, Nova Vision & CMC Labels. The companies within the CMC Group have a common goal of providing high quality printed and related products to customers.

Reason For Adopting OnLetterhead Branded Email

Nancy Eridon, the Marketing Services Director for CMC Group, Inc. was introduced to OnLetterhead when she received a branded email from one of the CMC sister companies. CMC group was looking for a better way to brand the business and drive traffic to the companies website. After looking into the system and the company, OnLetterhead was chosen as the branded email supplier for all of the CMC companies. Nancy was looking for the most economical way to expose their brand to the largest amount of people on a frequent basis. Most of the CMC communications are done via email; it was a logical choice to maximize a system they are already using.

Why OnLetterhead?

OnLetterhead was chosen due to its reliability and reputation. After receiving a few branded emails and speaking with those who were using the product, it was a leading candidate for implementation. Before making a final decision, further due diligence was needed so Nancy started an evaluation period to further explore the product and its uses. After an extended trial period, she was impressed with the software and the support she received. *“At first, I heard great things about it”, stated Nancy, “It was also the trust factor. I was impressed with the presentation of the email and how professional it was but I trusted the product and the company that supported it. I saw a clear difference between this application and others that were presented to me. Ultimately, after testing OnLetterhead, I was sold. I saw first hand how easy it was to use and the response it received.”*





Challenges

CMC group tried to create an in-house solution before deciding to implement OnLetterhead. *“We had a few people with varying graphical and technical skills that tried to produce a branded email”*, stated Nancy. *“The attempts did not work as the file size was way to large and the system simply did not work. Even though the designs looked ok, they were inconsistent with the delivery and there were always problems.”* Nancy also stated that it was a frustrating process as emails were rejected, they “broke” when delivered and they did not meet the needs or the requirements of the customer. She needed a system that was easy to use and worked in a manner that would be easy to implement and would not be an undue burden on their customers.

Solution

After the CMC in-house experience had failed, OnLetterhead was implemented into the company, one division at a time. The OnLetterhead design team worked with CMC to evaluate their current marketing materials and designed in accordance to accommodate as much of their existing brand into their new email designs. *“We didn’t have to mandate the use of OnLetterhead,”* said Nancy, *“Once they saw what the emails looked like and how it worked, they were excited to use it”*. The designs, support and license deployment were implemented in a manner that met the needs of the company and ultimately, the recipient.

Design Elements

The design element for CMC was very important as they deal specifically with industries and products involved with branding and marketing. With many companies with different needs, a staged rollout was planned with further specialized design development planned for the near future. Some of the key elements that were taken into consideration during the design process are as follows:

- The design needed to integrate the current brand used by all companies and departments
- The design need to link back to the website.
- Incorporate dynamic elements to coincide with current and future specials.
- Design area to introduce new products and services.
- Imperative to demonstrate a high level of professionalism





Results

Nancy Eridon, Marketing Services, has reported the following:

- Professionalism. Customers and prospects are commenting on how nice their email is and how professional it looks.
- A definite “Wow” factor from recipients
- A separation between CMC group and the competitors as they stand out in the inbox and add to the “trust factor” of the company.
- Consistent brand. All users now are using an approved brand and use of logo and images.
- Standardizing communications between sister companies

