

# Caskey Printing, Inc.

## Cookbook & Holiday Card – Case Study



**PROJECT:****Cookbook & Holiday Card****VERTICAL MARKET:**

Manufacturing

**BUSINESS APPLICATION:**

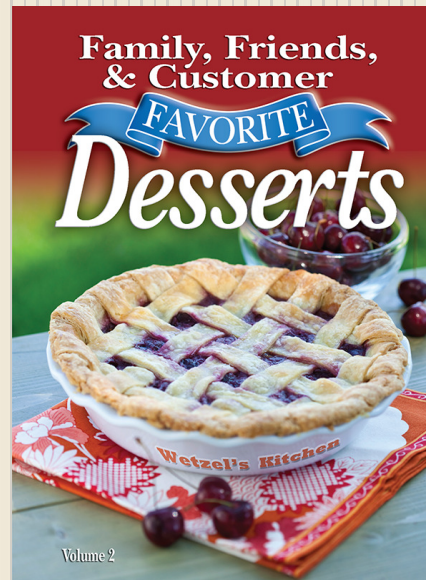
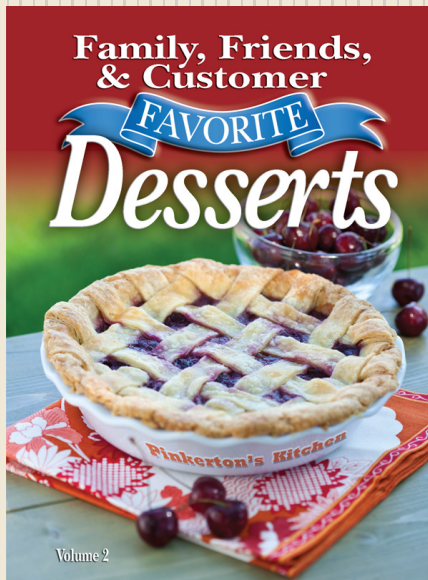
Traffic Generation

**OBJECTIVE:**

Create a customized cookbook with recipes submitted by friends, family and customers. After recipes are submitted an electronic holiday card was created to show customers the new media services that are offered. Finally, the cookbook would be created with a scented varnish, offset printing, and personalized variable data content to introduce all the services that Caskey has to offer.

## CAMPAIGN:

- Provide an opportunity for customers to submit recipes on [www.caskeyprinting.com](http://www.caskeyprinting.com)
- Create a cookbook based on the recipes submitted, and personalize variable data on the covers of the cookbooks.
- An electronic Holiday card created by Caskey Media group with a free gift link posted as the final slide for personalized cookbooks.



The screenshot shows a web browser window displaying the 'Caskey Dessert Recipe Cookbook' submission form. The browser address bar shows 'http://www.caskeyprinting.com/recipe'. The page header includes the Caskey Printing logo and navigation links like 'Home', 'About Us', 'Contact Us', etc. The main content area is titled 'Caskey Dessert Recipe Cookbook' and contains the following sections:

- Share your dessert recipe today!**: A call to action with a 'Submit' button.
- Recipes will be accepted until October 23, 2009**: A deadline notice.
- Cookbooks will be published in December**: A publication schedule.
- Recipes are the heartbeat, small pieces of culture passed between family and friends...**: A descriptive paragraph about the cookbook's theme.
- Recipe shared by:**: A form field for the user's name.
- Your Relationship to Caskey Printing:**: A dropdown menu.
- Caskey Connection:**: A form field for the user's relationship to the company.
- Your E-mail Address:**: A form field for the user's email.
- Street Address:**: A form field for the user's street address.
- City:**: A form field for the user's city.
- State:**: A dropdown menu for the user's state.
- Zip:**: A form field for the user's zip code.
- Share your recipe:**: A section for recipe details, including a 'Categories' dropdown, a 'Recipe Title' form field, and a 'Comments' form field.
- Ingredients:**: A form field for listing the recipe's ingredients.
- Instructions:**: A form field for providing the recipe's instructions.
- Ready/number of servings:**: A form field for indicating the number of servings.
- Thank you:**: A final message and a 'Share' button.

At the bottom of the page, there is contact information for Caskey Printing, including the address: '800 Ringwood Road, York, PA 17404' and phone numbers: '717 756 4000' and '717 756 4000'.

## TARGET AUDIENCE:

- On December 2, 2009, an e-mail blast with the Caskey Holiday card was sent to 1,364 recipients through [www.giftforyou/caskey](http://www.giftforyou/caskey)
- The list included current as well as potential customers.



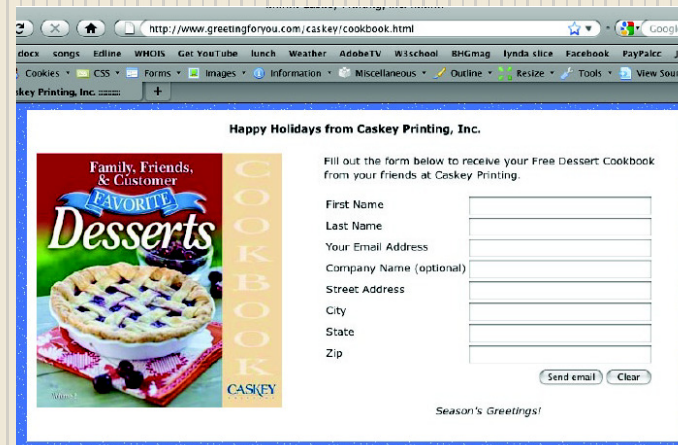
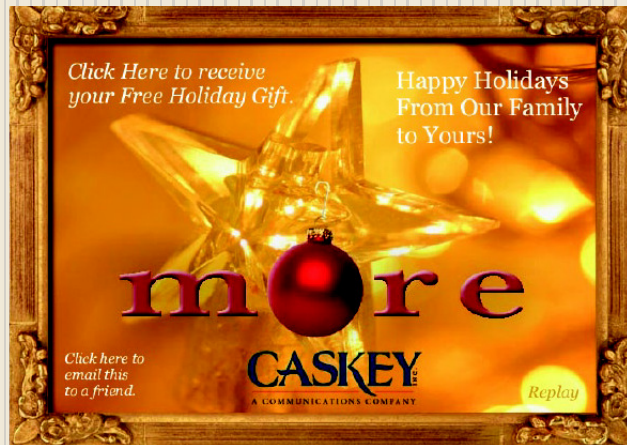
## RESULTS:

- 120 Recipes were submitted by friends, family and customers.
- An excel file was generated for those who submitted recipes.
- Reports shows that of the 1,364 cards e-mailed, 5 customers opted out of the blast, 53.3% were opened, and of those that were opened, 76.8% followed to the ending slide.
- No spam reports or complaints were received as a result of this e-mail blast.



## RESULTS:

- 164 cookbooks were ordered from the free holiday gift link on the final slide of the electronic holiday card.



- 126 of the responses occurred within the first hour of the e-marketing blast. 22 occurred on 12/3, 8 occurred on 12/4 and the balance occurred between 12/6 and 12/22
- Of those who clicked through to the end of the presentation, 34.8% ordered a cookbook.
- There were a total of 284 cookbooks produced with the last name of the person who submitted a recipe or applied for the free gift at the end of the e-mail blast.

Caskey Printing, Inc. views this project as a success. Not only did customers respond to the file submission for the cookbooks online, but over all more than 10% of the client database responded with a cookbook order.