



SUCCESS STORY



Jet Mail's Marketing Management Platform **reduces operating costs** and streamlines marketing tasks.

Industry

Health and Home Care Services

Location

Greater Boston Area

Services

Marketing Management Platform

THE SITUATION

The firm was looking for a way to easily manage sales and marketing materials for their multiple offices and sales teams. The teams needed the ability to efficiently order customized marketing materials, manage their logistics and fulfillment to doctors. And the system had to provide cost analysis to determine ROI. They needed a solution defined and live for distribution in less than 30 days.

"I can't say enough about the team at Jet Mail... Their turnaround time, accuracy, and print quality are some of the best I've seen in more than 10 years of working with print vendors. It's great to have a partner that can deliver on our Company's print and fulfillment needs, and keep up with the high volume of order activity from our Sales and Operations teams."

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HEALTH AND HOME CARE SERVICES

This company is the largest independent provider of health care and home care management solutions with nearly 80 locations across the U.S. They partner with physicians, hospitals, pharmaceutical manufacturing, and nursing facilities to provide patient access to post-acute care services.



BACKGROUND

The company needed to streamline the design, management and distribution of hundreds of branded marketing templates while offering their franchisees an easy-to-use ordering system with print-on-demand capabilities.

SOLUTION

Jet Mail developed a custom web-to-print solution, providing the company with complete control over their data, design, and brand, along with order approvals, reports of usage and distribution costs.

The web-to-print solution enables on demand, customized printed materials for each patient. The digital storefront system enables 24/7 ordering and rapid fulfillment while eliminating waste from outdated materials.

RESULTS

The intuitive online storefront provides several benefits for the company including effective use of materials, elimination of obsolescence and lower cost of material management and distribution. Sales teams are assured of receiving current, customized materials to support their sales process. Jet Mail provides real-time reporting for all inventory, materials and order processing to drive decisions on marketing solutions.



FOR MORE INFORMATION, CONTACT US

 577 Main St
Hudson, MA 01749

 1-800-JET-MAIL

 info@jet-mail.com

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www.jet-mail.com