

Value propositions

The benefits of GMC-driven Multichannel campaigns appeal to a range of decision makers and end users.

C-level executives

- Improve brand recognition and customer satisfaction
- Minimize risk and increase customer loyalty
- Differentiate company through personalized customer service

Financial management

- Leverage best channels to get most effective delivery costs
- More accurate measurement of ROI

Printing & production operations

- Single platform for communications workflow and auto-mation
- Only one system for training and maintenance
- Flexible open interface to integrate and expand capabilities
- Avoid wasting money on unnecessary printing

Marketing professionals

- Keep up with changing marketplace and customers
- Exploit statement marketing with online presence
- Expand communications channels to include e-marketing, social marketing
- Central management of marketing assets for greater brand control
- IT maintains applications, while marketing controls messaging and content
- Measure and improve results through campaign tracking

Print and marketing service providers

- Expand business services for more lucrative opportunities
- Accelerate transition to marketing partnerships
- Build on what you have to accelerate growth of Multichannel services

Compliance officers

- Interactive tool lets users edit and verify marketing messages online
- Online collaboration for faster approval cycle
- Monitor and track editing access and version control



Multichannel: your gateway to profitable communications



Expand your reach for real results

Proven results

Creating effective communications increases response rates and contributes to profit. However, with Multichannel delivery, you can significantly increase wallet share and enjoy 25–50% more profit. With results like these, the prospect of taking campaigns beyond traditional channels is exciting to say the least.

But as we increasingly turn to alternative media – from print, to web, emails, SMS, social media and web portals – businesses have been quick to see the potential but are wary of potential complications in managing a multi-pronged communication mix.

With GMC Software, you can make certain that nothing comes between your Multichannel strategy and achieving the best results. We help you create Multichannel campaigns that dramatically boost response rates and ensure that your products and services are in high demand.

Different channel, different “canvas”

One difficulty with designing for multiple channels is the need to accommodate different formats and “canvases.” While messaging and branding may be the same, designing for direct mail, to online presentation, emails, SMS and even social media to be set up at the same time with the GMC “design once, output anywhere” automated technology environment.

Multichannel not multi complex

Rarely do corporate marketers and agencies have the bandwidth, processes and infrastructure to make a go of it alone. The right software and a capable partner make it easier and faster to conceptualize, develop, deliver and track your Multichannel efforts. With GMC as your starting point, you can become the Multichannel expert customers depend on.

Connect the communication silos

Imagine the confusion if one department is sending direct mail, while a different group within the same company is outsourcing an email marketing campaign using completely separate tools. These customer communication silos disrupt Multichannel efforts. Solve the problem by easily expanding on the multipurpose GMC platform and provide your customer with a unified communication experience.

The personal touch for higher response rates

Communication without relevance wastes time and money. In order to ensure that your Multichannel investment gives you the best ROI, the GMC solution enables you to create personalized campaigns that ensure your message breaks through the clutter across any channel. Personalize campaigns with tailored messages, information, delivery channels, images, graphics and more.



Inspiring the perfect blend

Through blending direct communication, with personalized URL'S, online storefronts, customer preference surveys and many other forms of communication, businesses are building results driven campaigns that inspire their customers to act now. With one single solution, integrated multi-media campaigns can be devised to automatically take the customer through the buying process – from initial contact, right through to the delivery of their first purchase. Take full advantage of GMC capabilities and devise customer retention campaigns to ensure your customers remain loyal for years to come.

Multiple formats and complex assemblies

One of our core strengths is the ability to accept and combine data from many different sources. This has always been important for printed variable data communications, and it's just as critical as you add new communication channels to the mix. Some solutions can handle visual design, but lack the horsepower to process complex variable data. GMC software can assemble multiple feeds, such as information from a CRM system, transactional data and even customer preferences.

Closed-loop marketing: tracking and analysis

Tracking and analysis are essential to a results-oriented Multichannel campaign. By comparing and measuring results, you can find out which approaches work best and where you can improve. GMC enables you to track, manage and measure campaign response and sales conversion across channels for "closed-loop marketing." Communications and customer responses can be centrally monitored and measured.

Your gateway to profitable communications

Why choose GMC for your Multichannel communications? It comes down to the core capabilities needed for effective Multichannel communications – capabilities at which we excel. The GMC solution, offers all the functions you'll need for a coordinated approach to Multichannel communications, and our modules are designed to work together from the start. Through accelerated response rates, increased customer satisfaction and growing revenues, businesses are observing real results from their Multichannel strategy with the GMC solution.

Solution key features

The GMC solution comes ready to drive high-power, multi-purpose, Multichannel communications

Support for a range of communication channels all within one suite – direct mail, email, fax, RSS feeds, personalized micro sites, purls, mobile messaging

GMC make the entire process easier and faster to conceptualize, develop, deliver and track

Eliminate disjointed, single-channel approaches and deliver a unified communication experience for your customers

Add personalization to Multichannel campaigns through relevant content, sent at the optimal time, through the preferred channel

Integrated multi-media campaigns can be devised to automatically take the customer through the buying process

Take advantage of data management capabilities to utilize, combine and manipulate data from any source

Track, manage and measure campaign response and sales conversion across channels for "closed-loop marketing"