

A top-down view of a wooden desk. In the top left corner, a portion of a silver laptop is visible, showing several black arrow keys. To its right is a white computer mouse. In the center-right, a white ceramic coffee cup is filled with dark coffee and topped with a layer of foam. To the left of the coffee cup lies a black pen with silver accents. In the bottom left corner, a portion of a black textured wallet or folder is visible. The background is a light-colored wood-grain surface.

We'll help you get  
your marketing **done.**

COMMERCIAL PRINTING  
FULL SERVICE MAILING  
INVENTORY & FULFILLMENT  
LEAD NURTURING CAMPAIGNS  
COLLATERAL MANAGEMENT

**ZUZA**

## Look Your Best In Print



Let ZUZA™ help your company look its very best across the full spectrum of printed pieces, from one-page flyers to the most intricately designed collateral and everything in-between. Get the highest-order craftsmanship for your projects with ZUZA's veteran team of creative consultants, production artists, pre-press experts, press operators and bindery professionals. Enjoy the assurance of quality provided by ZUZA's **ISO 9001:2008-certified** production processes. And take advantage of ZUZA's full range of state-of-the-art printing and bindery equipment to bring your most creative ideas to life.

## Full Service Mailing



ZUZA's full service in-house mailing division lets you get your mailing *and* your printing done with a single purchase order. ZUZA offers you the complete range of services: mailing list research and purchasing, data merge/purge, address labeling, postage, sorting, bundling and drop off at the post office. From Z to A, ZUZA makes it easy for you to run high-quality direct mail campaigns.

## Inventory and Fulfillment



For those marketing pieces that you'll want to inventory and then distribute to your channels in the future, ZUZA's got you covered with a full range of shipping, warehousing and fulfillment services. Use ZUZA to help make your marketing supply chain as efficient as it can be.

## Lead Nurturing



Setting up and running cross channel lead nurturing campaigns can be complicated and time consuming — even if you have your own marketing automation platform. With so many moving parts to configure, track, measure and refine, who has the time and people to get it done for you?

### ZUZA does.

**ZUZA Campaigns™ make running your campaigns easy. Just tell us:**

- **Whom** you are targeting,
- **What** you want to offer them, and
- **Why** they will want it.

Then we'll go to work with you to design a cross channel campaign that will reach your target market by every practical medium, with a powerful offer, strong call to action and stunning creative.

**Now for the easy part.** While you sit back and relax, we'll put the pieces together and launch the campaign. Here's everything we'll do for you:

**We'll produce the components** *(and design them too if you'd like):*

- Direct mail pieces
- Email blasts
- SMS messages
- Automated voice calls
- Social media posts
- Website landing pages with data collection forms and calls to action

**We'll manage the campaign for you:**

We'll do all of the emailing, postal mailing, social posting, SMS sending, what have you – all according to the schedule you've specified – and all with automated triggered responses when your prospects take an action, guiding them toward making a purchase.

### You'll get real-time reporting:

ZUZA's campaign dashboard keeps you up to date at all times, letting you instantly track your campaigns' overall effectiveness and identify your hottest prospects at a glance.

**With ZUZA Campaigns™, running your cross channel lead nurturing campaigns has never been easier.**

## Collateral Management



**ZUZA MAM™** (Marketing Asset Management) simplifies managing your marketing materials with a powerful online platform that's as easy to use as an online store. Your users in the field can log in from anywhere and help themselves to ordering and customizing brand-compliant collateral from pre-approved templates. ZUZA handles the production and fulfillment, freeing your marketing team to focus on other important activities.

No matter the size of your organization, ZUZA MAM makes it effortless for you to manage and deliver collateral for your sales channels with remarkable speed and efficiency.

### ZUZA MAM lets you easily:

- Manage an unlimited number of marketing pieces
- Automate the fulfillment of marketing collateral requests
- Enable customizing materials for local needs on demand
- Ensure brand consistency everywhere
- Maintain just-in-time inventories of up-to-date materials
- Track orders and materials costs in real time to control your budget

**DISCOVER HOW ZUZA CAN HELP YOU GET YOUR MARKETING DONE.**

**EMAIL [INFO@ZUZAMAM.COM](mailto:INFO@ZUZAMAM.COM), CALL 800.350.9411 OR VISIT [ZUZAMAM.COM/CROSS-CHANNEL-MARKETING](http://ZUZAMAM.COM/CROSS-CHANNEL-MARKETING) TO LEARN MORE.**

