

INDUSTRY SOLUTIONS

CONSUMER SERVICES



Consumer services marketing and sales teams have a lot to get right to understand and change their targets' behaviour at each key step in their paths to first purchase, repeat purchase and loyalty.

Consumer services firms in varied verticals – financial services, sport, real estate, education, and more – turn to our team to help them produce outbound acquisition campaigns, drive local traffic to retail locations, run special and seasonal promotions, and execute customer onboarding, retention and upgrade programs.

At the strategy level, they enlist our analytics and insight specialists to help them answer the right questions about their customers and their performance, and to translate insight into better strategy and tactics.

In short, our clients value our multi-disciplinary expertise and our ability to help them achieve superior results.

OUR WORK INCLUDES:

- Outbound Acquisition Campaigns**
- Events, Displays & Signage**
- Print Collateral**
- Customer Onboarding, Experience & Development**
- Marketing Analytics & Insight**

OUTBOUND ACQUISITION CAMPAIGNS

- Third party consumer lists: compiled and single-source, offline and cross-channel
- Target data quality (NCOA, DNC, and more) and data enrichment (socioeconomic, demographic, and more)
- Data, programming, and production for outbound campaigns
- Direct mail and cross-channel campaigns with customized or personalized landing pages (CURLs/PURLs), email, and social media integration
- Direct mail products and packages, standard to stand-out
- Advanced segmentation and personalization / 1:1

EVENTS, DISPLAYS & SIGNAGE

- Retail office posters, signage, and displays
- Large format graphics, indoor and outdoor
- Seminar and special event signage and participant materials

CLIENT TESTIMONIALS

“TRICO Evolution helped us to find real intelligence in our marketing data. As a result we were able to make better, more informed business marketing decisions. With TRICO Evolution we were able to understand exactly where to find our customers and how best to reach them.”

Terry Monette
Co-Owner
Rental Village

“Jamie and the TRICO Evolution team have been our partner in the development of a successful direct mail program targeting our retail partners and medical professionals – from our annual catalogue to our monthly catalogues and special flyer promotions. The personal approach Jamie takes when working on each new product is outstanding – regardless of how small or big a question is, he takes the time to call to sort out the issue at hand. And the whole TRICO team’s attention to detail ensures that our campaigns run smoothly and drop on schedule. I look forward to building upon the relationship we have.”

Tamara Yantha
Purchasing Coordinator
St Francis Herb Farm

PRINT COLLATERAL

- All forms of print collateral, high-volume to short run to personalized
- Standard to luxury grade materials and treatments
- Dedicated online ordering portals

CUSTOMER ONBOARDING, EXPERIENCE, & DEVELOPMENT

- New customer welcome premiums, surveys, and communications
- Post-purchase follow-up surveys
- First renewal and regular renewal campaigns for membership-based services
- Loyalty program promotions and communications
- Upsell and cross-sell campaigns, direct mail and cross-channel
- Tenure and purchase milestone recognition programs

MARKETING ANALYTICS & INSIGHT

- Test/experiment design for campaigns and tactics
- Customer insight and decision-support research design, implementation and analysis (data mining, customer surveys, focus groups, and more)
- Funnel and lifecycle analysis (acquisition, retention/churn, upgrade/cross-sell)
- Segmentation and personalization analysis and strategy

CONSULT WITH OUR TEAM

Our marketing services team will help your marketing and sales teams to target and acquire more of the right customers, and to increase customer retention and lifetime revenue.

Our print and display services team has the expertise and capabilities to help you create the right print collateral, signage, and displays – and the online tools to simplify your ‘supply chain’ for these materials.

See our Business Line Overviews, online or in PDF, for more details on our services

CLIENT TESTIMONIALS

“TRICO Evolution is a valuable service provider within CARE’s Direct Mail program. Their professional and knowledgeable team provides us with outstanding service in both data processing and production for our campaigns. Working closely with our team, they always have our best interests at heart while creating the most effective material at the lowest cost. They always support us, even when timelines are tight. And they provide us direction and ideas when we’re venturing into new areas.”

Samara Caplan
Offline Marketing Officer
CARE Canada

“Our team at Natural Food Pantry has developed a great ongoing relationship with TRICO Evolution, through the one-on-one service of Jamie Simpson. With Jamie and the TRICO team, we never have to worry about our printing and marketing needs being met. They are always there for us. They are always on time and on budget. We are delighted to have them as a partner.”

Carlo Bevilacqua
Director of Operations
Natural Food Pantry / R&L Health Food



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Packaging & Logistics
Printing, Signage, and Display
Direct & Database Marketing
Marketing Analytics & Insight

