

INDUSTRY SOLUTIONS



PROFESSIONAL SERVICES

Our teams serve both business development and operations teams at law, accounting, engineering, and other professional services firms.

Professional services marketing and sales teams have a lot to get right at every level of their client acquisition and development funnel. They turn to our marketing services team to help them develop and deliver targeted outbound demand and lead generation campaigns and events, add impact to their presentations and proposals, and strengthen their client onboarding and development programs.

Administrative and operations teams, particularly those in multi-office firms, face different challenges. In our print and supply management team, they can find a single partner with the capabilities and online tools to simplify their 'supply chain' for the customized document and filing supplies their firm uses every day, and save their firm time and money.

OUR BUSINESS DEVELOPMENT WORK INCLUDES:

Outbound Demand & Lead Generation

Events, Presentations & Proposals

Print Collateral

Client Onboarding, Experience & Development

Analytics & Insight

OUTBOUND DEMAND & LEAD GEN

- List sourcing and targeting for offline and cross-channel campaigns
- Data, production, and programming services for outbound demand gen, lead gen, and prospect/lead nurturing campaigns
- Direct mail products and packages, standard to stand-out
- Online and cross-channel campaigns with customized or personalized landing pages (CURLs/PURLs), email, and social media integration
- Advanced personalization / one-to-one marketing

EVENTS, PRESENTATIONS & PROPOSALS

- Tradeshow and conference exhibits and displays
- Seminar and workshop signage and handouts
- Customized kit folders, documents, and displays for client meetings, presentations, and proposals

PRINT COLLATERAL

- All forms of collateral from brochures to datasheets, presentation folders to reports, publications to unique items
- Standard to luxury grade materials and finishing
- Dedicated online ordering portals for standard and personalized materials

CLIENT ONBOARDING, EXPERIENCE, & DEVELOPMENT

- Client onboarding, milestone recognition, and appreciation materials and gifts-generic to personalized
- Upsell and cross-sell campaigns, direct mail and cross-channel

ANALYTICS & INSIGHT

- Client insight research design, implementation and analysis (client surveys, focus groups, and interviews)
- Test design and measurement for outbound campaigns and communications

OUR WORK FOR OPERATIONS TEAMS INCLUDES:

Production Services

Online Ordering

Supply Management

Production Services

- One-stop production of customized document and filing items
- Comprehensive printing and reproduction services

ONLINE ORDERING

- Dedicated online ordering portal for your firm
- Separate ordering accounts for each office and/or department

SUPPLY MANAGEMENT

- Secure, central backup inventory for your mission-critical materials, to save space in your offices and eliminate shortages
- Low-inventory notifications
- Management-level view of inventory, orders, and shipments
- Periodic usage audits to identify opportunities for cost savings

CONSULT WITH OUR TEAM

Our marketing services team will help your marketing and business development team to get more conversations started with the right prospects, convert more prospects into clients, and improve client retention and upsell.

Our print and supply management team will make it easier for your operations team to obtain the customized and printed materials your firm needs to operate on a day to day basis.

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



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MONTREAL OFFICE
KINGSTON OFFICE
VANCOUVER OFFICE

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

