

**ArtCom
Marketing Campaign
Awareness and Lead Generation**

Cases:



Our experience

Based on our business knowledge, technology experience, creativity, content marketing skills and designs excellence, we can lead and support your digital marketing and sales campaigns. We are experts in proactively connecting brands with new audiences and enhancing existing audiences. Resulting in profitable new business and a stronger brand!

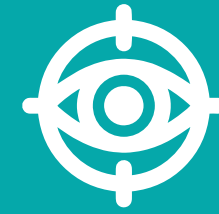


Cases

- 1) KPMG Innovation Factory**
Lead Generation | Target
the Netherlands
- 2) CISCO - CenturyLink**
Lead Generation | Target
The Netherlands
- 3) MarkLogic**
Lead Generation | Main Target
Apeldoorn - The Netherlands
- 4) MIMAKI**
Lead Generation | Target
EMEA

1) **KPMG Innovation Factory
Lead Generation | Target
the Netherlands**





2 Million+ Views Unpaid LinkedIn



8000+ Social Actions



200+ New Followers in One Month



1,75 Million+
Impressions
Paid LinkedIn



+11000
Social Actions
Paid LinkedIn



1000+
Leads
Paid LinkedIn

10-step guide to start your innovation journey



Powered by **KPMG** Innovation Factory

Take a look at previous successes. Read our customer cases.

Start your ideation process and solve your innovation challenges



Trends and Developments

Take your company innovation campaign to the next level. Have you thought about one of these topics?



Would you like to know more? Call or mail Frans Welling.

+31 6 10161327 welling.frans@kpmg.nl



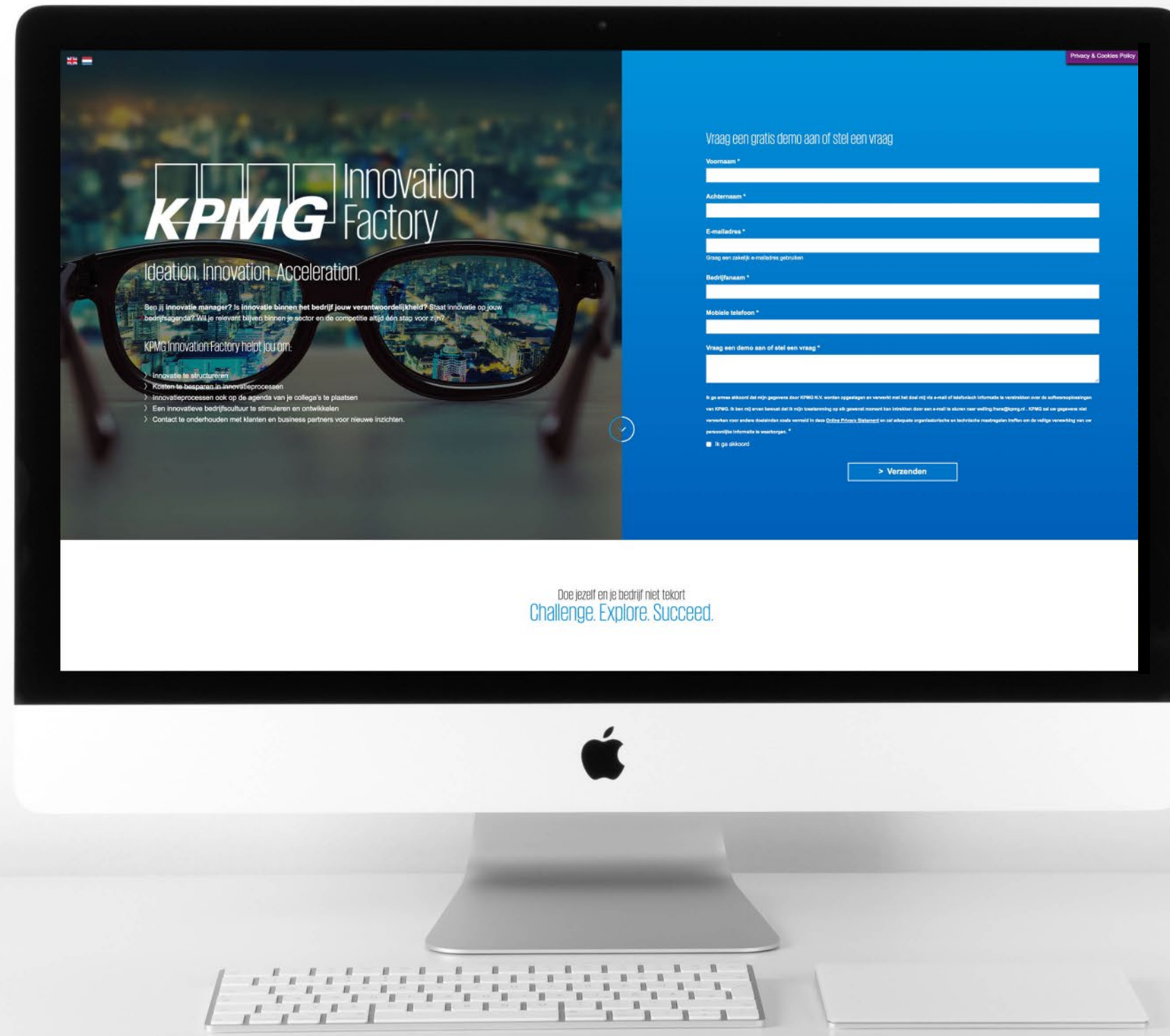
High Download
#Ranking



1500+
Entries/Leads
Website



+14
Cases &
Content/Design





CenturyLink

2) CISCO - CenturyLink
Lead Generation | Target
The Netherlands

 CenturyLink

 CISCO
Partner

HALLO, HR PROFESSIONAL!

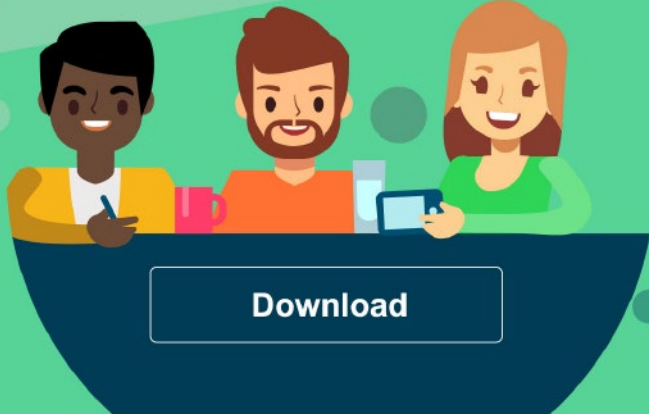
Wil je meer weten over:

- digitaal werken in HR?
- hoe je het bedrijf wordt waar iedereen wil werken?
- hoe je mensen makkelijk met elkaar verbindt.

Download de infographics hier.



WebEx Meetings for HR Infographic



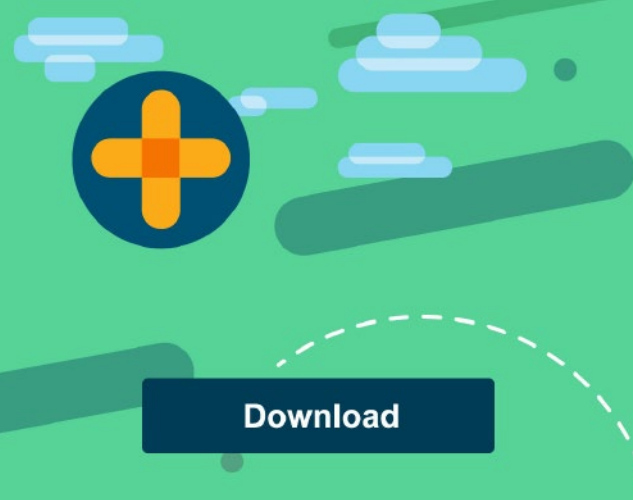
Download

WebEx Teams for HR Infographic



Download

Going Digital in HR Infographic



Download



#Successful
Round Table



Short Running
Campaign
High Results



60k+
Impressions
Paid LinkedIn



+900
Social Actions
Paid LinkedIn



50+
Leads
Paid LinkedIn



**3) MarkLogic
Lead Generation | Main Target
Apeldoorn - The Netherlands**



**Introducing
MarkLogic
Data Integration**



**Main Target
Dutch Tax Center
and Insurance**

Data uitdaging?



Data integration. Simplified.



Scan de QR code

 **MarkLogic**[®]

Data integratie? Even Utrecht bellen.



Scan de QR code

 **MarkLogic**[®]

Data integration. Simplified.

Data integratie: Leuker en veiliger kunnen we 't maken. Ook makkelijker.



Scan de QR code

 **MarkLogic**[®]

Data integration. Simplified.



100k+
Impressions
Paid LinkedIn



+1000
Social Actions
Paid LinkedIn



75+
Leads
Paid LinkedIn



Mimaki

**4) MIMAKI
Lead Generation | Target
EMEA**





Mimaki

DOWNLOAD THE FREE INFOGRAPHIC NOW!

Textile printing made **easy and affordable**:
Mimaki Tx300P-1800 MkII **all-in-one printer**.



Mimaki

Ready for a **game changer**?
Print on both paper and textile with just **1 machine!**

DOWNLOAD THE FREE INFOGRAPHIC NOW!



Mimaki

Textile printing game changer!
Cost effective short runs. **Faster** turnarounds.

DOWNLOAD THE FREE INFOGRAPHIC NOW!



New Market Opportunities



Target Large Volume Houses and Small Print Services Providers



150+ New Followers per Month



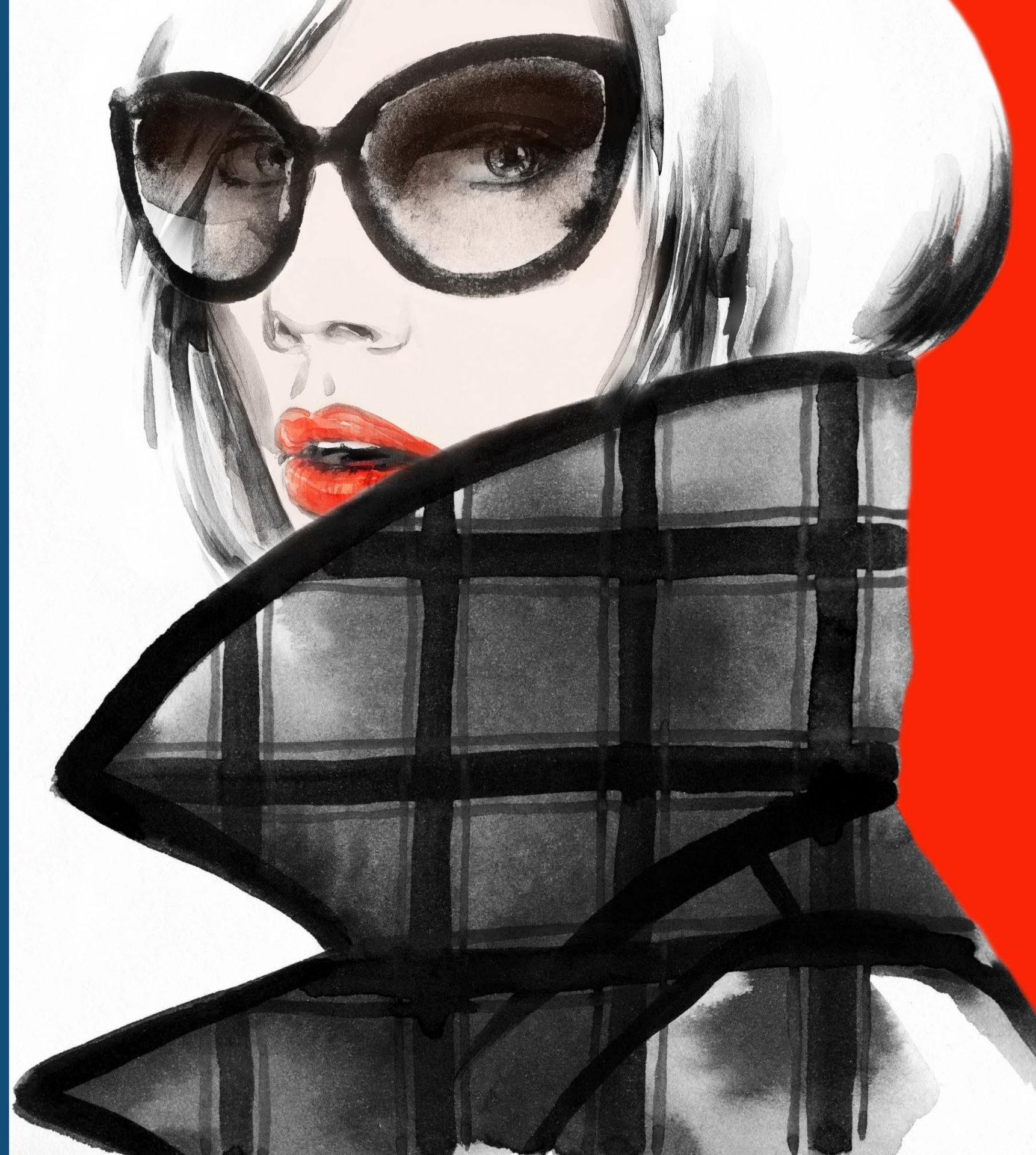
**1.5 million +
Impressions
Paid LinkedIn**




**+21.000
Social Actions
Paid LinkedIn**




**900+
Leads
Paid LinkedIn**





Meet the Mimaki Tx300P-1800 MkII Hybrid Textile Printer



*The ultimate solution for textile sampling, short-runs and on-demand printing

What's new?

VERSATILE:
one printer, many possibilities.

- An affordable, streamlined single-system solution for printing on both paper and direct to textile.
- Suitable for a wide range of applications: fashion textiles, interior fabrics, wallpaper, soft signage, sportswear and more!

FLEXIBLE:
the ultimate solution for textile sampling, small runs and on-demand printing

- Digital print technology enables more cost-effective short runs and faster turnarounds.
- Exchange print platens to switch from ink type for paper printing with vacuum or direct printing, allowing you to respond faster and more flexible to customers' demands.

CONTINUOUS RELIABLE OPERATION:
no loss of productivity, no reduction in print quality.



- Mimaki's proprietary Nozzle Check Unit (NCU) detects missing nozzles and initiates automatic cleaning of the print head.
- Nozzle Recovery System (NRS) automatically substitutes defective nozzles with non-defective ones to continue print operations.

INK:
choose whatever you need.

- One ink-set or unique dual-ink configuration.
- Multiple ink options.

Inks

Choose between one-ink set and dual-ink set.

One-ink set:		Dual-ink set:	
 Direct Sublimation			
 Disperse Dye	 Reactive Dye		
 Textile Pigment	 Acid Dye		

A Unique Textile One-stop Solution

Mimaki will soon offer you the complete solution for textile printing to make your printing process easier and smooth.

From pre-treatment equipment to textile printers to post-treatment machines as well as special workflow software: the "Mimaki Job Controller TA" connecting by network our printers and all pre- and post processing units to manage the production process.

Discover our Mimaki Job Controller TA and TR Series:



Click on the buttons to learn more. [Mimaki Job Controller TA](#) [Pre-treatment and post-treatment](#)

More information or a personalised chat?



[Click here](#)

TX300P-1800 MKII Printer




www.mimakieurope.com

Mimaki



**4) MIMAKI
Lead Generation | Target
EMEA | Part 2**



*Solvent or UV printing.
Which one makes your professional print jobs roar?*

DOWNLOAD OUR FREE SOLVENT VS UV PRINTING INFOGRAPHIC



*Printing costs? Quality? Durability, versatility and flexibility?
Learn the difference between Solvent and UV printing*



*Printing costs? Quality? Durability, versatility and flexibility?
Learn the difference between Solvent and UV printing*



New Market Opportunities



Target

- Creative Business
- Graphic Design



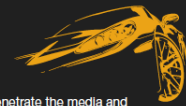
Follow Up

- Invitations for Webinar
- Sending newsletters



SOLVENT PRINT TECHNOLOGY

Solvent printing is the default for many sign graphic customers around the world and has been for years.



Solvent inks penetrate the media and bind with the print substrate. The way the ink keys to a vinyl for instance is why it maintains the 'stretch', which is perfect for applications such as vehicle wrapping.

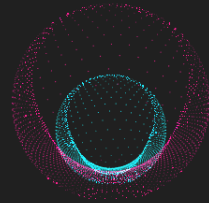


Solvent print remains glossy on gloss media and remains matte on a matte substrate.

UV PRINT TECHNOLOGY

UV technology uses an ultraviolet light unit to instantly cure the ink onto the print substrate.

In UV printing, the ink dot is left sitting on top of the media.



UV inks dry immediately when exposed to UV light (minimal heat needed). This allows you to print on almost anything, coated or uncoated, from plastics and glass to wood and metal.

UV print is usually matte, but glossy print can be created by using clear ink.

COST

Solvent printing is inexpensive, one of the cheapest solutions, which contributes to its widespread adoption. This also makes it suitable for short-lived applications and mass advertising campaigns.



COST

UV print cost may be a little higher than solvent printing. However, it is a developing technology with constant updates on inks, cost and performance.



SOLVENT PRINT QUALITY

High print quality. Great colour gamut (vibrant colours).

UV PRINT QUALITY

High print quality. Capable of producing photo-quality images.

APPLICATIONS

Solvent printing is especially suitable for outdoor applications, such as banners and large hoardings.

For indoor applications eco-solvent is recommended for less VOC emissions.



APPLICATIONS

UV printing is suitable for both indoors and outdoors.



*Depending on the application, lamination might be needed for outdoor usage, for both solvent and UV prints.



SUBSTRATES

Solvent ink printing requires coated media.

SUBSTRATES

UV ink prints on both coated and non-coated substrates and is capable of printing on a wider range of materials, including fabric, metallic foil, and heat-sensitive media.

In UV flatbed printing, it's possible to print on rigid media, such as acrylics, wood, metal, glass, foam board and more!

TURNAROUND TIME

Solvent ink needs to 'gas off' after printing. You need to wait for at least 6 or sometimes up to 24 hours before lamination or doing any post-processing.



TURNAROUND TIME



UV printing offers instant-curing ink which ensures direct finishing and immediate application.

SOLVENT PRINT DURABILITY

Excellent resistance to rain and sunlight. Lamination is highly recommended for longer durability.



UV PRINT DURABILITY

Good weatherability and high scratch resistance. Many applications do not require lamination.



SPECIALTY SOLVENT INKS

Ink configurations may include special colours such as Orange, Light Black, Light Cyan, Light Magenta.

Depending on the printer you use, white and metallic inks may be available too.



SPECIALTY UV INKS

Specialty applications with white and clear inks, such as raised-effect prints, double-sided window graphics, transformative backlit signage, and more!

Depending on the printer, it may also include inkjet primer to improve ink adhesion.



GREEN CREDENTIALS

Eco-solvent is available for reducing VOC emissions without compromising the quality and durability of the end product.

GREENGUARD GOLD certification for various inks that meet the rigorous standards for low emission of volatile organic compounds (VOCs), ensures that a product is acceptable for use in environments such as schools and healthcare facilities without polluting the indoor air quality.

GREEN CREDENTIALS

UV printing is more environmentally friendly – generally requires less power consumption and emits no VOCs.

GREENGUARD GOLD certification for various inks that meet the rigorous standards for low emission of volatile organic compounds (VOCs), ensures that a product is acceptable for use in environments such as schools and healthcare facilities without polluting the indoor air quality.



Expert printing made easy!

Low cost. High return.



Mimaki UJV100-160 EDP Award Winner 2020 for 'Best Roll-to-Roll printer up to 170cm'



990k +
Impressions
Paid LinkedIn



+4500
Social Actions
Paid LinkedIn



500+
Leads
Paid LinkedIn



sabio

5) Sabio Group
Lead Generation | Target
The Netherlands



sabio

Webinar: Hoe CX-leiders de beste Customer Experience realiseren.
Woensdag 26 mei | 11:00 - 12:00 uur CET

[REGISTREER NU](#)

FORRESTER

sabio

Customer Experience optimaliseren?
Woensdag 26 mei | 11:00 - 12:00 uur CET

Registreer je voor het gratis webinar

[KLIK HIER](#)

FORRESTER

sabio

Je Customer Experience naar het beste niveau tillen?
Woensdag 26 mei | 11:00 - 12:00 uur CET

Registreer je voor het gratis webinar

[KLIK HIER](#)

FORRESTER



#Successful Webinar



Short Running Campaign High Results

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5 tips voor de transformatie van uw Customer Experience

1

Stop met werken in silo's

Het is begrijpelijk waarom zich in een bedrijf silo's ontwikkelen, maar elke afdeling, van marketing en productontwikkeling tot klantenservice en front-of-house-medewerkers, moet toegang hebben tot de verzamelde klantgegevens. Zolang dit niet het geval is, mist het bedrijf essentiële informatie, waardoor het veel moeilijker wordt om een echt geïntegreerde Customer Experience te bieden.

2

Laat uw gegevens niet verstoffen

Houd uw gegevens actueel. Of het nu gaat om de stem van de klant of de medewerker, verkoopcijfers, webanalyses, zoekopdrachten in sociale media, er is geen bedrijf dat niet over waardevolle CX-inzichten beschikt. U moet deze gegevens echter wel begrijpen en er snel mee aan de slag gaan als u een geweldige of zelfs onvergetelijke Customer Experience wilt opbouwen.

4

Ondersteun uw personeel met de juiste technologie en informatie

De meeste contactcentermedewerkers werken in deze tijd niet vanuit het bedrijf. Het is belangrijk dat ze gesteund en aangemoedigd worden, ongeacht waar ze hun werkzaamheden verrichten, thuis of op kantoor. Hoewel klanten aan het begin van de pandemie misschien wat vergevingsgezinder waren, zal dat nu niet altijd het geval zijn. Elk contactcenter moet toegang hebben tot de juiste informatie, zodat ze hun klanten een consistente en positieve ervaring kunnen

Zet negatief om in positief

Elke fout of vergissing is een kans om een klant te veranderen in een merkambassadeur. Als u het probleem kunt oplossen en die klant aangenaam verrast of zelfs opgetogen achterlaat, dan vertelt hij dat door aan vrienden en kennissen en blijft hij waarschijnlijk loyaal aan uw merk. Soms is er een slechte Customer Experience nodig om een goede Customer Experience te creëren

3

Praat met iedereen en blijf dicht bij de actie

Managers denken vaak dat ze weten wat een geweldige Customer Experience voor hun bedrijf inhoudt, maar nog te veel leidinggevendend gissen maar wat of zijn simpelweg niet op de hoogte. Daarom moet u dicht bij de klant blijven. Ga naar het contactcenter, luister naar gesprekken en beantwoord zelf een paar telefoongesprekken. Ervaring uit de eerste hand, luisteren naar medewerkers van het contactcenter en enquêtes onder klanten zijn allemaal krachtige manieren om vast te stellen hoe een goede CX voor uw bedrijf

5

REGISTREER NU

Customer Experience Webinar
26 mei | 11:00 - 12:00 uur

Meer tips over hoe u uw CX kunt optimaliseren? Registreer voor het webinar 'Hoe CX-leiders de beste Customer Experience realiseren'.

Hoor de resultaten van het Forrester onderzoek naar welke bedrijven uitblinken in hun customer experience en hoe ze dit doen. Leer wat klanten echt willen en verwachten.

sabio



**60k +
Impressions
Paid LinkedIn**



**+300
Social Actions
Paid LinkedIn**



**80+
Registrations
for the Webinar**



Tangible results

The outcome of these campaigns are:

1. A substantially higher brand recognition within the target audiences
2. An improved brand positioning within the target audiences
3. Valuable leads that can be converted into new customer wins
4. Improved sales results that will ideally positively impact the bottom-line results

:: ArtdCom

Want to know more?

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