

ROMAX

DIGITAL FIRST

NEWSLETTER



Romax helps you streamline your marketing and communication.

DIRECT MAIL

DIGITAL MEMBERSHIP CARDS

MEMBERSHIP MANAGEMENT SOFTWARE

HYBRID MAIL

DIGITAL LOYALTY

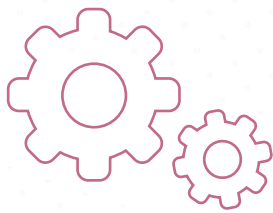
DIGITAL BADGES

DATA MANAGEMENT

MAIL FULFILLMENT

With Spring approaching, it's time to **refocus** and **reprioritise** your business goals

It's that time of year again. The New Year festivities have passed, everyone has returned to work, and it's time to refocus and reprioritise your business goals and strategies. In what could be a challenging year for many businesses, we've compiled this mini-guide to help you streamline some of your processes and seize the opportunities!



Process Improvement

Do you send mail to different recipients on a regular basis? You could consider streamlining your postal operations & reducing costs like stationery & franking machine licenses, as well as time spent stuffing envelopes. Ask us about Romax direct mail services to learn more.



Cutting Your Costs

All of our product lines offer cost reduction opportunities. Savings can be achieved across oomail (our hybrid mail service), Romax Digital, and our core direct mail services. Talk to one of our specialists about your direct marketing needs.



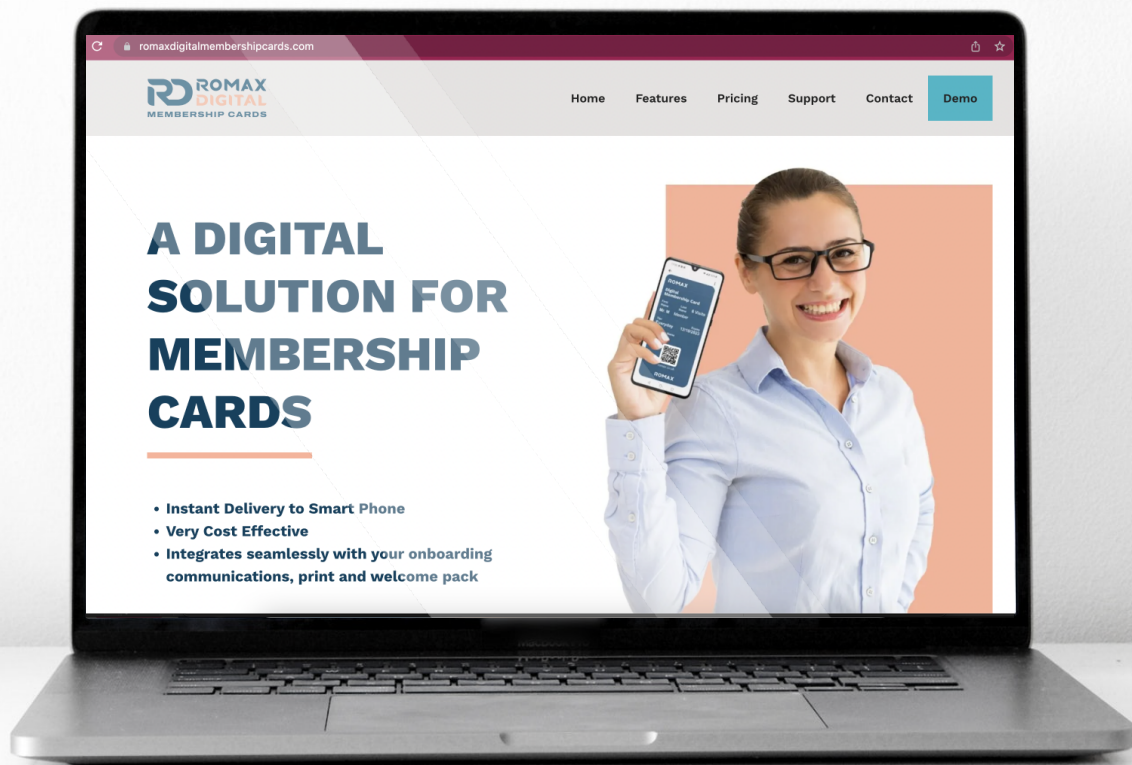
Improving ROI

Your ROI can be greatly improved by identifying excess costs. However, it is also about your industry and how best you can reach your target market, whether through direct mail or digital means. Sometimes a simple pivot adjustment can make all the difference.



Staying Relevant

Introducing our Romax Digital product range, which includes digital memberships, loyalty cards, tickets, coupons and badges, is all about staying relevant. Allowing your members/customers to switch to digital helps to ensure that you don't lose their business as the world changes.



Romax Digital's brand new website:

<https://romaxdigitalmembershipcards.com/>

This website will be expanded to cover all of our digital products, such as digital badges, loyalty programs, tickets, and memberships.

With our Digital Badges product, individuals of companies will be able to demonstrate their expertise in specialty areas. It can be very useful to use these on websites and published media, both internally and externally in order to identify individuals who possess certain skills, qualifications, or proficiency. This includes medical professionals, dentists, digital marketers, electricians, plus a huge opportunity also exists in the education sector due to the rapid boom in online courses.

A compound annual growth rate (CAGR) of 17.1% is forecast for the global digital badge market between 2022 and 2028, reaching \$365 million*. [source credit: Valuates Reports*] This emphasises the anticipated longevity of micro-credential-based digital badges in the education sector. Become an early adopter and add value for your audience.

We would love to hear from you if you see an opportunity to utilise our digital badges product, and/or our digital membership card solutions, within your organisation. You can also provide digital loyalty and digital tickets through Romax Digital. There are a multitude of possible uses.

We're Attending 'Digital Excellence 2023' in May.



We are forward planning to exhibit at another event in May 18th 2023 called Digital Excellence / #DX2023. DX is an annual conference for the membership and association sector. This years event will focus on the following topical areas: Optimising online member tools, Engaging with Key Member Segments Online, Taking a More Strategic Approach, Digital Content Focus, Engaging with Younger Members, Online Member Benefits/Journeys, Digital Member Participation, Digital Communications Strategy Development, Email Marketing, Video, Automation, Online Assessment, Artificial Intelligence, Cost Reduction, Online Member Communities, Virtual/Augmented Reality and Online Member Metrics.

We hope that you will be able to attend the event and come to visit our stand (C8)

Cyber Essentials

~ Security & Data

All clients should feel confident that their data is secure and in capable hands. Romax is no exception to this rule, dealing with client artwork and data every day. In cyber essentials and data security, we have built up an enviable reputation - and we continue to do so. We want clients to feel comfortable entrusting us with their data. If they didn't we simply wouldn't have a viable business.

Across our data management solutions, direct mail business, and oomail hybrid mail service, Romax adheres to a strict Data Policy at all times to ensure the safety of data that is processed.



These memberships and accreditations place Romax in a very strong position when it comes to adherence of print & data security standards.

We are accredited under ISO 27001: 2013 Information Security Management System, we are registered with the Information Commissioner's Office.

We are members of BPIF (British Printing Industries Federation) who offer their members advice, solutions and best practice in print among other things.

We are also members of the Strategic Mailing Partnership. The 'SMP' is a professional body that represents and protects the interests of printers and mailing houses across Great Britain & Northern Ireland.

In the UK, Romax was one of the first print and mailing companies to achieve ISO 27001 data security accreditation. As part of our commitment to excellence, we invest in the latest technology and data security to ensure our systems provide the best industry practices.

The environmental management system we have in place is ISO 14001 certified. Our ISO 9001 and 27001 accreditations provide our clients with total assurance in our services. We also provide fully carbon balanced services and products through our partnership with the World Land Trust.

Case Study

The Marlowe Theatre

Welcome packs printed on demand and despatched within 24 hours



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We created an autoflow data driven platform to receive and process regular new member data files across all 7 membership levels, that drives different messages relevant to the member. Using our software we scripted responsive content for output from variable data that dynamically communicates key member benefits simply across all 7 levels pack types. Daily output files drive on demand print for both membership cards, multi-version welcome packs and personalised branded envelopes on demand with no need for any stock holding.



Data automation drives efficiency without compromise

In comparison to previous delivery times of over seven working days, Membership Welcome packs are printed and delivered within 3-4 days. The welcome pack is compact, highly personalised, and relevant to the member's level. All print is on demand, so waste is removed. Pack content and format was redesigned to reduce print and postage costs without reducing impact.



Faster pack delivery to members

Using the knowledge and preferences of the membership as well as the broader audience, from attendance and member level subscription data, allows the Marlowe Theatre to target and engage their membership very specifically. This is not only reflected in their membership welcome packs, but also across their whole marketing approach. Working with the membership and marketing teams, Romax introduced the concept of multi-level marketing communications for shows, and season brochure communications. This resulted in a more targeted approach resulting in higher ticket sales and across more shows.