

Leverage Your Brand.

# Increase Share

## Dynamic Publishing

Communicate your brand's promise consistently. Dynamic Publishing module shortens your sales cycle - providing easy access across your company to a bank of images, copy, templates and premiums that express your brand. Brand elements can be combined to create customized, personalized marketing materials that are printed on demand and delivered as needed.



Dynamic Publishing combines the cost-savings of on-demand digital printing with the improved ROI of variable data printing (VDP). On-demand print allows very small print runs to be delivered only to departments that have a present need. Through VDP, direct mail campaigns speak directly to each demographic.

- Personalized and variable messages via direct mail generate higher response rates than static mailers.
- Image and design can be customized to specific individuals.
- Easy customization of merchandising and POP materials, sales presentations, educational, and training materials.
- As your brand's message is consistently communicated, it generates greater recognition in the marketplace.
- Boxes of marketing materials collecting dust in storage are eliminated by materials printed and delivered only when needed.
- Our DArT™ module applies this technology to dynamically produce and print customized catalogs quickly and economically, strengthening your dealer and distributor networks.



## Dynamic Publishing

is just one of a full suite of modules that make up the Dynamic Marketing System.

## Learn more

how Dynamic Marketing Systems leverages marketing assets to streamline workflow. Call 770.407.6300 to schedule a free demo or visit us online at [www.DYMASYS.com](http://www.DYMASYS.com)