

## **Digi-products lets you reach 50,000 customers before lunch**

Turning a great idea into a full marketing campaign can get bogged down in the long drawn-out traditional creative process, but now Digi-products offer you the tools to create a fully branded campaign and get it in front of thousands of customers before lunch.

Instead of spending days or weeks briefing an agency, choosing a design, marking up changes, signing off proofs, printing and mailing, content can be entered straight into a standard or fully customised Digi-products template to create ready-to-use Flash, PDF and .exe format brochures and covering email in just hours or minutes.

This flexibility enables a rapid response to any circumstance by turning thoughts into actual campaigns without losing impetus or conceding any time advantage to competitors.

With templates already set up with company logo, colours, images and identity, employees can enter headlines, text, images and tables themselves, knowing that the resulting high quality materials will meet all corporate and brand guidelines without having to call in an agency. Amendments can be made at any time to tweak text or replace an image with no added cost.

The integrated suite of branded, multi-format digital materials generated by Digi-products is distributed fast by email and provides real-time reporting every time a customer clicks a link to view a document on screen.

“Speed is vital at a time when changes hit markets without notice and Digi-products give companies the ability to respond swiftly that is not possible with printed materials,” explains David Boyland, managing director of Digi-products Ltd.

“When every minute counts, digital marketing helps businesses win and retain customers.”

• For a demonstration of Digi-products in action, please call 0118 9841567 or email [info@digi-products.com](mailto:info@digi-products.com). More details are available at [www.digi-products.com](http://www.digi-products.com)

(290 words)

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## **Digi-products Ltd**

Digi-products Ltd is a Reading-based technology company with over 10 years' experience in developing and supplying its own digital marketing products to clients ranging from large corporates to small and medium-sized enterprises.

Digi-products provides both custom and off-the-shelf systems enabling businesses to produce high quality digital marketing materials (including PDF brochures and catalogues, Flash presentations and micro-web sites) quickly and without the need for in-house design expertise.

Digi-products exploit the power of the internet to reduce print costs, eliminate postage costs and measure the success of campaigns through instant, detailed feedback.