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## Web-to-Print 1:1 Marketing session at PIMA November 15

### **MSP Digital Direct's Jim Young to lead Web-to-Print 1:1 Marketing Session at the 2005 PIMA MarketTech Symposium in Pittsburgh on November 15th in Pittsburgh to host the Professional Insurance Marketing Association November 13-15, 2005.**

Freedom, PA - [MSP Digital Direct](#), a division of Mailing Services of Pittsburgh, and a nationally recognized developer of Web Enabled One-to-One Direct Marketing portals, has been tapped by PIMA, the Professional Insurance Marketing Association, to educate PIMA members on the benefits of web enabled one-to-one direct marketing at PIMA's annual MarketTech Symposium in Pittsburgh, on November 15, 2005.

#### **Young to Lead session**

Jim Young, Vice President of MSP Digital Direct, will lead the session. "This will be a challenging presentation", said Young. "The room will be full of savvy direct marketers. I'll need sizzle and sustenance to capture and hold their attention."

#### **Best Practices Award from PODi**

Web enabled one-to-one direct marketing portals, also known as Web-to-Print, are nothing new to MSP Digital Direct. The company is recognized within the digital services industry as a leader in Web-to-Print development and was recently nominated for a prestigious PODi Best Practices Award for one of its highly effective installations.

"Our clients love their Web-to-Print sites" said Young. "Web-to-Print solves a lot of problems for marketers who need to quickly get relevant marketing and compliance information into the hands of their clients and prospects through sales representatives, agents, distributors and via direct mail. Web-to-Print achieves this while maintaining the integrity of the corporate entity's brand, a brand that many organizations spend hundreds of thousands, if not millions of dollars to create", continued Young.

#### **Your Granny or Your Girlfried?**

Young also noted that MSP Digital Direct's ability to produce personalized direct mail and marketing collateral on digital printing presses that allow for full color personalization is key to the entire process. "You wouldn't talk to your girlfriend the same way you talk to your grandmother, would you?" asked Young. "Of course not. So why send the same marketing message to a 25-year-old female and a 50-year old male? Their needs are completely different. With One-to-One via Web-to-Print you can tailor the message with full color images, lifestyle photographs, and text to create a direct dialogue with the prospect or client.

#### **Five Times More Effective**

Personalized direct marketing is five times more effective on average than non-personalized direct marketing and Web-to-Print is a tool that facilitates this process. That's the message I will convey at PIMA MarketTech" Young concluded.

MSP, located just outside of Pittsburgh, PA, is a full-service direct marketing firm that serves businesses and non-profit organizations nationwide. MSP offers a complete range of services, from marketing strategy to creative development to data processing to print production to lettershop services to logistics. As a leading direct marketing facility in the country, MSP, founded in 1956, produces 400 million pieces of mail per year in its 150,000-square foot facility.

**MSP Digital Direct** is a division of MSP, specializing in personalized, One-to-One Direct Marketing and Web-to-Print solutions for branded, personalized marketing materials and direct mail on demand. Additional information regarding MSP and MSP Digital Direct may be obtained by calling (724) 774-3244 or on the World Wide Web at <http://www.msp-pgh.com>. Jim Young may be reached via e-mail at: [jyoung@msp-pgh.com](mailto:jyoung@msp-pgh.com).

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