



the
hub

PRINT &
POSTAL
OPERATIONS

RIT HUB Advertising Campaign

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Capabilities

- Screen Printing



Capabilities

- Offset Lithography



Capabilities

- Digital Printing



Capabilities

- Postage



Who are we targeting?

- Businesses
- Healthcare
- Real Estate
- Schools

We have compiled an initial database of twenty potential businesses with addresses and contact information, as well as local schools, hospitals, and real estate agencies.

General Businesses

- How will we reach them?
 - Direct mail through Executive Officers
- What services can we offer them?
- Why will we be effective?

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Real Estate

- How will we reach them?
 - Direct Mail to Real Estate Agencies
- What services can we offer them?
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Schools and Local Organizations

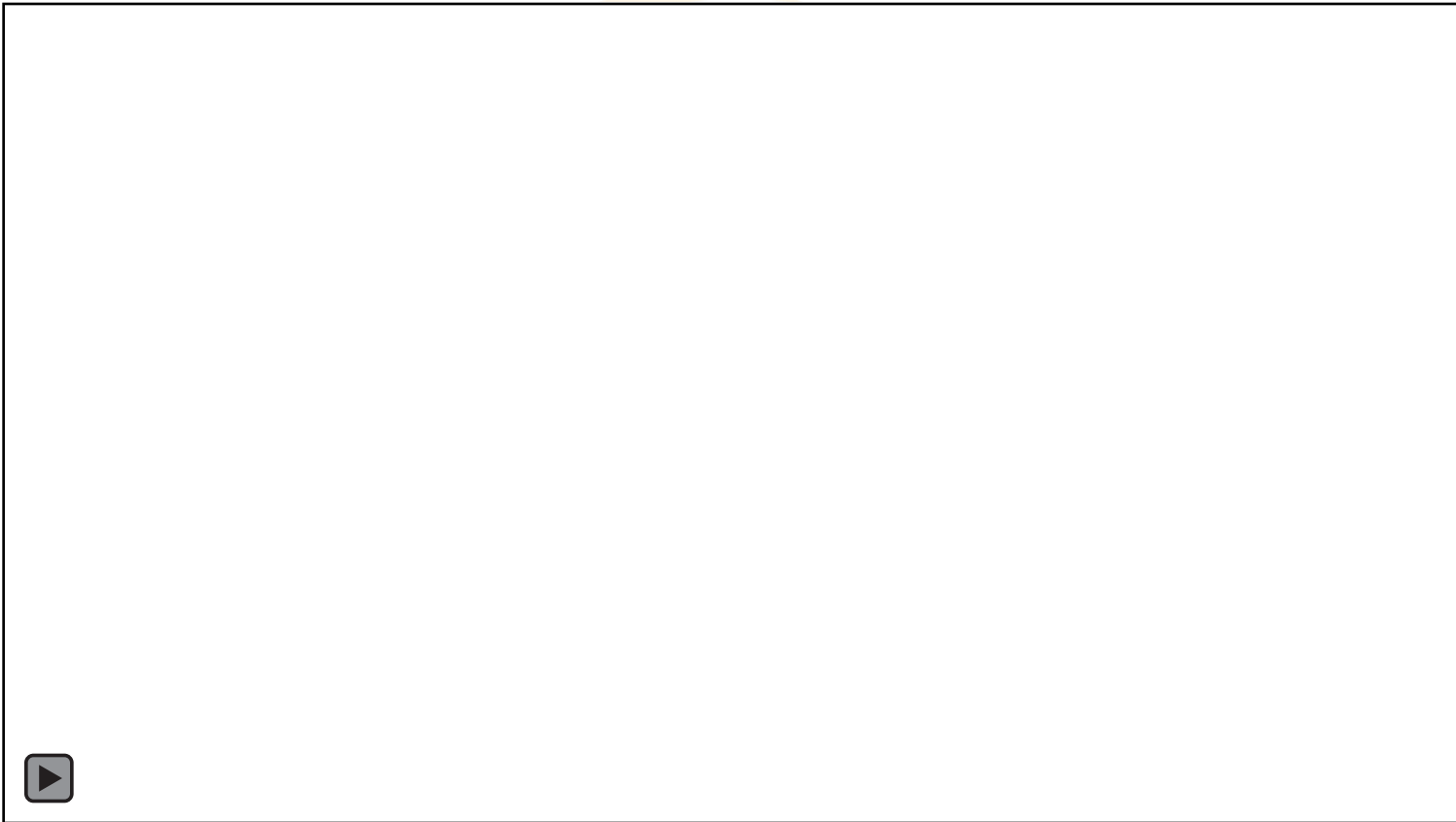
- How will we reach them?
 - Signage
 - Direct Mail
 - Administrators
- What services can we offer them? (T-shirts,)
- Why will we be effective?

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That's all Folks!

THANK YOU!