



Durst Image  
Technology U.S.  
LLC

October 20, 2017

Hart Consulting Services  
Re: Marketing engagement review

Durst US partnered with Hart Consulting Services for nearly seven years, beginning in January, 2011. Their contribution was very wide ranging and included helping Durst strategize, develop, and implement a spectrum of business tools and marketing automation solutions focused on driving audience engagement and sales.

**To date HCS has designed, built and launched the following for Durst:**

- 2 full websites with data tracking
- Numerous product- and event-related microsites
- A database of the entire nationwide graphic communications industry
- More than 250 email campaigns to hundreds of thousands of high-quality contacts
- Targeted lead nurturing campaigns
- Dozens of pieces of collateral, from case studies to brochures
- Salesforce integration, training, and administration
- Full daily reporting on website traffic and campaign engagement via Salesforce
- Deploying state of the art marketing automation from individual excel sales contact sheets
- 25 event, product, and testimonial videos
- Event strategy, planning, and presentations for industry events
- Tradeshow banners, booths, and collateral
- Print and digital media advertisements
- Social media management for YouTube and LinkedIn for sales and leadership
- A 2-prong email campaign reengagement strategy that improved inbox delivery rates and reactivated recipient engagement
- More than a dozen press releases

The scope of our engagement with HCS has run the gamut from enterprise-wide projects to support for individual product lines and one-off events. With more than 35 years in the industry, Brian Hart – and the HCS team – delivered insightful marketing guidance, robust storytelling tools, and data & tracking technology to keep our brand well ahead of the curve in a rapidly evolving marketplace.

Prior to my arrival, with limited budget for domestic marketing, HCS built the foundation for marketing and customer outreach and support, where there had been none. HCS created visibility in our community through utilization of their proprietary databases and thought leadership that helped us evolve. With their guidance, we were able to establish and implement Salesforce protocols and connect it to marketing automation in an API workflow. The HCS team also introduced us to YouTube marketing and produced more than a dozen owner stories – as well as providing direct marketing support as part of our engagement with key accounts. We suddenly had a case study and testimonial process where none existed.

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An organization as large and complex as Durst US could never have built and executed a marketing schedule that created and executed over 250 email campaigns over nearly seven years without HCS. After a fruitful engagement, we have decided to bring this support internally in 2018.

I would highly recommend HCS expertise in teaching OEM manufacturers like Durst how to market to graphic communication companies and how to thrive through challenging shifts in the marketplace, whether as support for an existing marketing team or to build a process that is best in class from scratch.

Sincerely,

Larry D'Amico  
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Sales Director - North America

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