**Feedback for Greystone on Campaign/Landing Page, etc.**

1. Right Side Margin on email template We don’t think the “Schedule At A Glance” content on the right-hand sidebar ads anything and may be confusing as the focus of the campaign is an article, not the event. Either eliminate side bar all together, or consider replacing with a banner style ad for the event (several are attached to the email accompanying this letter).
2. Right Side Margin on landing page template. We don’t think the “Schedule At A Glance” content on the right-hand sidebar ads anything and may be confusing as the focus of the campaign is an article, not the event. Consider replacing with a banner style ad for the event (several are attached to the email accompanying this letter). If you need a different size, please let us know.
3. Main landing page: <http://www.studiomarketingsolutions.com/psda-EXPO/>. Button that currently says "GET MORE INFORMATION" should instead read "LEARN MORE”
4. If somebody clicks on “LEARN MORE” – see above point – it should take them to a landing page of some sort (instead of just the Distributor Solutions Expo Website) that highlights the featured education programming (in this instance Sales). So that landing page would say:

*PSDA’s Distributor Solutions Expo comes to Chicago on May 8 and 9, where the strongest, most innovative distributors will gather for 2 intense days of sharing and showcasing what’s new, what’s working, and what solutions are on the horizon for the markets and customers they serve.*

*This year’s expo features Dan Seidman, 'Trainer to the World's Sales Trainers’ in a three-part workshop designed to help you and your sales teams create and maximize your opportunities in 2013.*

[THEN IT WOULD HAVE 2 Buttons – “LEARN MORE” – which would redirect to the Education page of the Distributor Solutions Expo site at psda.org/2013 ([http://www.distributorsolutionsexpo.org/p/cm/ld/fid=11](http://www.distributorsolutionsexpo.org/p/cm/ld/fid%3D11)) , and “REGISTER” – which would lead them to the main page at psda.org/2013. ([http://www.distributorsolutionsexpo.org/p/cm/ld/fid=1](http://www.distributorsolutionsexpo.org/p/cm/ld/fid%3D1)).

1. Download this article page: <http://www.studiomarketingsolutions.com/psda-EXPO/download_article.html>. Same comment about side-bar – can we use Distributor Solutions Expo banner ads instead of “schedule at a glance.”
2. Download this article page: <http://www.studiomarketingsolutions.com/psda-EXPO/download_article.html>. – the title should read Download Article (not Article’s – there is no apostrophe or “s” needed). Same comment on the button – no apostrophe or plural needed.
3. Download this article page: <http://www.studiomarketingsolutions.com/psda-EXPO/download_article.html>. [Please change from: “Please fill in your name and title to download the article” to read instead: Please complete the below fields to download the article.Fields should be:

**First Name, Last Name, Company, E-mail** (note- we are open to having Company and Email be not-required but will leave that up to you).

1. Download this article page: <http://www.studiomarketingsolutions.com/psda-EXPO/download_article.html>. Above the button (above yes/no) – instead of “Interested in more Information” let’s make it more specific about the show: **Would you like to learn more about how you can hear more about this topic at PSDA’s Distributor Solutions Expo in May?**
2. Download this article page: <http://www.studiomarketingsolutions.com/psda-EXPO/download_article.html>. Would like the big image to be the cover of the magazine for that article – vs. the show ‘house ad’ – have supplied new .pdfs with magazine cover as the leading page in each article.
3. Download Like Articles page: <http://www.studiomarketingsolutions.com/psda-EXPO/download_like_articles.html>. No apostrophe in Article’s. Same with button. List of articles should appear on a landing page with links to each .pdf. The Sales article .pdfs (with magazine covers as leading pages) are attached to this email as well. This page would also have the same text as the “download this article page”, specifically that above the button (above yes/no) – instead of “Interested in more Information” we’d make it more specific about the show: **Would you like to learn more about how you can hear more about this topic at PSDA’s Distributor Solutions Expo in May?**
4. Technically a ‘nice to have’ – but we would like the background image the navy pier / Chicago cityscape in the landing pages and email templates to be replaced by the image we’re using on the postcard (nighttime image). **Carli Franks will send that to you under a separate cover.**
5. Also – would prefer the buttons to be solid orange (or dark blue) not quite as “faded”.

**We’ll call this campaign SALES1 and it will go to ALL C and D segments and sub-campaigns you have listed**

1. Separately, and once these templates get tweaked, etc. we’d like to create a Campaign called “**Familiar1**” to be sent to all A and B segments and sub-campaigns you have listed. This campaign will consist of the following:
	1. Title of Email: 2 Days. New Name. Distributor Solutions.
	2. Text of Email:

*All distributors and resellers of print, marketing and business communications are invited to attend PSDA’s national event – the Distributor Solutions Expo – May 8 and 9 in Chicago.*

*PROPOSED BUTTONS*

*Button 1: LEARN MORE*

*Button 2: REGISTER*

* 1. Landing Page Text:

*Today’s buyers demand more of you, and demand more than print. PSDA’s national event has been renamed, and re-designed for 2013, featuring:*

* + 1. *A focused schedule. Whether you come for one day or for two, this year’s event is designed to bring you an obvious return on your time out of the office.*
		2. *A show floor that is easy to navigate and features on-floor learning opportunities in four “Solution Zones” (Marketing & Technology, Packaging & Direct Mail, Signage, Display & Wide Format, and Promotional Products.)*
		3. *Success-driven Education through hands-on workshops on today’s hottest topics, including: Digital Marketing, Packaging, Solution Selling and more…*

*The networking with top distributors and their employees, the “one-stop shop” expo featuring potential supply chain partners, or the benefit to you and your team of attending PSDA’s education sessions could alone justify the time out of the office.*

*Come strengthen your business and the relationships necessary to adapt to changing customer needs.*

*Remember, PSDA members enjoy free Expo admission and discounted education programming.*

* 1. Landing Page Buttons:

*Button 1:  LEARN MORE (routes you to the expo home page psda.org/2013)*

*Button 2:  REGISTER TO ATTEND (routes to registration page of the expo website)*

*Button 3:  ABOUT PSDA (here, we’d ask them for some contact info with a little text saying, “The Print Services & Distribution Association (PSDA) is an unrivaled network of supply chain partners serving the reseller channel for print, marketing and business communications.”*

*Near the contact fields (which should probably be First Name, Last Name, Title, Company, Email – all required) it should say something like: “I’d like information on what being a PSDA member means for my business.”*