

GOOD IDEA

A Mind for Marketing

BY JOHN DELAVAN

Dave Rosendahl, co-founder of MindFire Inc., is leveling the playing field for small printers, with easy-to-use solutions that take marketing and lead-generation to the next level.



Dave Rosendahl

With more than two decades of experience in software development and direct marketing, Dave Rosendahl knows how to bridge the gap between traditional offline tools and the internet's vast interactive offerings.

As co-founder of California-based MindFire Inc., he's been putting that knowledge and expertise to good use by helping printers, marketing service providers and brands use MindFire's products to build a range of marketing campaigns, from simple sophisticated. At Graph Expo, Dscope, and other events, he's promoted MindFire's flagship product, LookWho'sClicking, and MindFire Studio, an easy-to-use, drag-and-drop application launched in 2012 that enables print and marketing professionals to create highly personalized marketing workflows, weave together print and online campaigns, and track performance with comprehensive analytics.

During the past several months, however, Rosendahl has focused keenly on marketing a new product, MindFire Da Vinci, a solution designed to meet the needs of smaller printers.

"Historically, we've had large printers pay millions of dollars for licensing and services with us, and that's paid off for them in terms of helping them attract new clients and deepen their relationships with existing accounts," Rosendahl says. "But with Da Vinci, we've created a lead-generation machine for printers of all sizes — especially those with 50 employees or fewer. Most of those printers simply don't have the time or resources to create compelling marketing campaigns, yet they desperately need leads to drive sales and customer engagement."

What makes Da Vinci different? For starters, it comes with built-in "Blueprints," proven workflows



Dave Rosendahl presents a webinar that showcases Mindfire Da Vinci, a lead-generation offering for printers of all sizes.

that make it easy to perform common marketing tasks, like driving traffic to content or capturing interactions with a lead magnet. It also has built-in content that allows users to get a running start.

“We learned that for many smaller printers, content creation was a huge challenge,” Rosendahl says. “Da Vinci does 90 percent of the work, delivering proven, engaging content that helps you generate interest and leads, while allowing the printer to customize the last 10 percent. That saves a lot of time and money for printers.”

Da Vinci is very user-friendly, Rosendahl notes, and helps printers use marketing technologies to engage new customers.

“Over the years, we’ve found that many print salespeople have had trouble making the leap to selling

things you can’t see or touch,” he says. “Da Vinci is so easy to use that it alleviates that discomfort.” Rosendahl likes to say that if a printer can’t launch a campaign in Da Vinci, he’ll let his 5-year-old do it. It’s that easy.

To market Da Vinci, MindFire principally wanted to use online channels — to “meet people where they are,” Rosendahl says, “on Facebook, LinkedIn and YouTube.”

In one video posted in July, Rosendahl says emphatically, “I believe in the power of print.” He proceeds to say that he’ll give a dollar for every lead generated through the process he’ll share in an upcoming webinar. Rosendahl says more than 500 printers have participated in that webinar to learn more about Da Vinci and how it can boost their lead generation potential, with dozens continuing on to drive leads and sales using the process he outlines.

“Webinars are a great way to get the word out and educate people about what tools like Da Vinci can do for them,” he says.

So, keep an eye out for Rosendahl’s videos — and the occasional financial lures — because he’s just getting started.

“Print is far from dead. Our marketing technology will help print companies evolve.” ■

To learn more about MindFire Da Vinci, including an opportunity for a free trial, and to contact Dave Rosendahl or watch his videos, visit these sites.

 bit.ly/godavinci

 mindfirestudio.com/blog

 facebook.com/daverosendahl

 youtube.com/user/RosendahlDavid/videos

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