



‘Innovative Print Marketing’

COLIN THOMPSON



Innovative Print Marketing

Success in the Rapidly Changing
Print/Digital Environment



Hello!

- Who is here?
- Why are you here?
- What do you expect?
- What one thing would you, like to leave with?
- Who am I?



Objectives Today!

- Present broad range of concepts
- You select key strategies
- Broad range of opportunities
- Brain dump
- Not the "how toos"
- A think tank





CHANGE

THINGS DO NOT CHANGE: WE CHANGE.

HENRY DAVID THOREAU



Pursuit of Identified Markets

- Join industry associations; trade publications
- Talk to industry association executives
- "What most important in print procurement?"
- Visit trade shows
- Obtain referrals and testimonials by industry




DigitalPrint Resources

- Planning and executing a printer's entry and success in the digital world
- From electronic prepress to multi-media output
- Digital printing, Internet Home Pages, CD
- Partnering, purchasing, pricing
- Training
- Onto the 21st Century



Audio/ Video/Books/Reports

- Successful Cold Call Selling (audio and video)
 - Print Marketing Strategies for Success (audio)
 - Effectively Selling in the Competitive Print Market (audio).
 - Unleashing Print Sales Negotiation Skills (audio).
 - Making Profits on Digital Involvement (audio)
 - Sales Compensation Report
 - 22 Pragmatic Marketing Practices (book)
 - Selling Print in the Desktop World (video).
 - Building the Customer Satisfaction Team (audio)
- 

What Is Your Definition Of Marketing?



Print 2000 & Bridging the Gap to the Digital Future Reports

- A quick summary
- Beyond desktop to digital input, processing and output
- Information highway will be a reality
- Your role
 - To learn
 - To react
 - To adapt



Keys to Bridging the Gap

- Address question of how internal operations are interconnected digitally
- How digitally connected to clients and vendors
- Private networks
- Production of CD ROM products, interactive catalogs
- Movement into multi-media
- EDI
- Maintenance of digital databases
- New delivery options from direct mail to connection to cable/telephone



Bridging the Gap (cont.)

- Alliances with customers
- Alliances with other printers
- On-going education
- Internal employees and clients
- Innovate rapidly internally or out source
- Constant inquiry of clients' new needs



IM: Future Think - Desktop

- Leadership position
- Problem resolution
- MAC & PC
- No longer an option
- CREF guidelines
- Trained sales and csrs
- Trained clients
- Warnings on estimates
- Preflight
- Return or we bill
- Brand image



Future Think -Desktop (cont.)

- Testimonials and referrals
- Have technician; Will travel
- Digital photography. Alternative input media
- Direct to plate
- Multi-media output
- Short run
- Personalization
- Leads to a digital transformation
- Written desktop/digital plan
- Build partnerships



IM: FT - Digital Processing

- Beyond desktop
- Alternate media input
- PostScript presses
- Multi-media output
- Versioning and re-purposing
- Fax broadcasting
- CD ROM production
- Input to electronic databases
- Value added services
- Partnerships



FT - Digital Processing (cont.)

- Create a technology team
- Trade journals. alternate media exhibitions & conferences
- From Print to Communications to Multi-Media Processing
- Brainstorm where you will be in 5-10 years
- Move backwards



IM: FT - Sales Productivity Enhancements

- From desktop to laptop
- We've computerized everything else
- Contact management software (ACT!)
- Schedules, results, key happenings, databases, mail merge
- Presentations and visualization (Powerpoint)
- Preflight
- Estimates (Hagan's Quest & Request)
- Check production, real time
- Instant communications



FT - Sales Productivity (cont.)

- Fax modem
- Evening contact with office
- As essential as a cellular phone
- Share cost of investment
- Train
- Upgrade
- Network for sales management purposes
- Sales persons' computer strategy
- Beyond laptop
- E-mail



FT - Sales Productivity (cont.)

- Client access to production information
- Bulletin boards for updates
- Home pages
- Home voice mail
- Home faxes
- Company voice mail
- Instructions on best use for sales and clients
- Written communications policy



IM: FT - Communications Audit

- Fast communications is essential
- 24 hours or less for estimates
- We don't fax
- Ability to reach you
- Ability to reach client
- Semi annual audit
- By sales and csrs and yourself
- "Ability to reach us?"
- "Fast response?"
- "Courtesy?"
- "Responsiveness?"



FT - Comm. Audit (cont.)

- "Transfer experience?"
- "Call back efficiency?"
- "How to best contact you?"
- "Nearest fax?"
- "Evening contact?"
- "Who is responsible for what?"
- "Desired responsiveness on estimates?"
- "On order write-up?"
- "Response to changes?"
- "Timeliness of billing?"



FT - Comm. Audit (cont.)

- "Information on alterations?"
- "Who else should be contacted?"
- "How to use your system best?"
- "How to use our fax, voice mail, bbs, databases?"
- "Written instructions from you?"
- "Written instructions from us?"
- "Written communications program and strategy"



IM: FT - Shifting Roles of Customer Service & Sales

- Service is king
- Sales oriented estimating
- Sales oriented customer service
- Sales - open new accounts
- CSRs - service beyond comparison
- Competitive pricing will continue
- Loss of loyalty will also continue
- Limited social interaction with clients
- No time to see sales people
- Need unique opening capabilities



FT - Sales & CSRs (cont.)

- CSR's must have sales ability
- New types of people needed for both jobs
- Technical trained csrs and sales people
- Client profiles to both
- Sales training for csrs
- Revised incentive programs
- Higher incentive for opening new accounts
- Lower for servicing
- Shared with csrs
- CSRs regularly visit current clients
- Meet new prospects



FT - Sales & CSRS (cont.)

- CSRs handle order once entered
- Call when order is shipped
- Check satisfaction on all large orders
- Get involved with Preflight
- Rely on internal experts



IM: FT - Buyout/Acquisitions

- Many printers cannot afford new technologies
- Too great a risk
- Company may have qualities another printer needs
- Acquire great sales people and csrs
- Acquire excellent reputation of company
- Acquire customer base
- Acquire complimentary equipment
- Provide small press capabilities
- Provide desktop/digital capabilities



FT - Buyout/Acquisition (cont.)

- Acquired printer's management stays on with clear definition of responsibilities
- Allows for rapid expansion
- Never a better opportunity then now
- Printers feeling pressures because of size
- Create an acquisition strategy
- Database possible candidates & best opportunities
- Use an intermediary



IM: FT - The Team

- Clients no longer want a printer, they want a team
- Time to short
- Too many competitors
- Teamwork strengthens communications
- Teamwork strengthens morale
- Teamwork is felt by customers
- TQM only partially successful
- Select topics for PIT teams for next year
- ISO not a strong movement



FT - The Team (cont.)

- Set standard practices for all
- Client directed
- Created by the employees
- President's Newsletter
- President's Monthly Meeting
- Everyone understands each others job and role
- Customer profiles to all
- Customer information to all
- Best samples to all
- Involve all in the people (plant) tour
- Wall of



IM: FT - Moments of Truth

- Examine each contact point for a client and prospect with your organization
- Describe what could go right or wrong
- If wrong, possible solutions
- Involve all your employees in discussions
- How can you improve what you do right?
- Customer panel to voice experiences
- Individual clients share and describe
- New prospects' experiences
- Shop yourself
- Have someone shop you



■ Semi-annual review

IM: FT - Training Strategies

- Buyers less experienced
- Even those involved with desktop
- New digital world will cause more confusion
- Create a digital training program
- Internal training for production
- Sales and csrs
- All employees
- Broad group of customers
- Individual clients
- How to avoid mistakes in digital input
- From desktop to total digital



FT - Training Strategies (cont.)

- Your own training center
- Realistic budget
- Schedule of activities and timing
- Books and videos
- Interactive software
- Hands-on computer
- All popular software
- Outside courses
- Outside training resources
- Lending library
- We are no longer JUST PRINTERS



IM: FT - Creative

- 60's...Creative was in
- Designers and advertising agencies in the 70's
- Limited time, experience and \$ for printers
- **Save the 15%**
- Reduce communications errors & mis-information
- Create partnerships with large # of resources
- Saves time and \$ for clients
- Time is the currency of the 90's
- Vertical integration (Print 2000)



FT - Creative (cont.)

- Independent designers out of your offices
- Ultimately your own design staff
- Partner with photographers, translators, copywriters and others
- Identify as a separate unit
- Recommend others when clients' needs do not fit what you do internally
- Create joint promotion pieces
- Teach sales people how to sell
- Especially pertinent to small to medium size



IM: FT - Small Press Strategies

- Run lengths decreasing
- Digital printing coming
- Indigo, Xeikon, Docutech, QuickMaster, etc.
- From digital proofs to digital short runs
- Quick printers becoming short run offset printer
- Adding multi-color capabilities
- Growth and speed of color copiers
- Most commercial printers have a small press department
- Future profit center



FT - Small Press (cont.)

- Reorganize and plan
- Partner
- Create a second company
- Streamline communications
- Streamline order entry
- Streamline paperwork
- Streamline invoicing (credit cards)
- Promote separately
- Teleselling versus direct sales
- Unique hours of operation
- Highly automated



FT - Small Press (cont.)

- Telephone and fax estimates
- Telephone and fax order entry
- Internet
- Own brand image
- Move toward electronic and digital processing
- Partner if necessary; then your own



IM: FT - Brand Image

- Image and reimage
- Brand names
- Individual products and services
- Logos and sub logos
- Modular presentations
- What are your favorite brand images?
- R. R. Donnelley example
- Ask vendors where you are different
- Ask clients
- Ask inside people
- Image committee



IM: FT- The New PR

- Facilities brochures are out of style
- Targeted messages for targeted audiences
- Better databasing and updating
- Promotional plan and budget, plus timing
- Who is responsible and results expected
- Training
- User useful newsletters
- Creative assistance and comps
- Joint promotions with partners
- Exhibitions with partners



FT - The New PR (cont.)

- Lecturing and speaking
- Minimum words and graphics
- Informational versus clever
- Home Page and bbs
- CD-ROM
- Computer screen presentation
- Digital demonstration
- People tour
- "Wall of"
- You?



Promoting Your Business

- Give unexpected gifts
- Frequent purchase club
- Trade press releases
- Support a community group
- Enter contests
- Your own newsletters
- Your own guidebook
- Hold a yearly appreciation event



Promoting Your Business (cont.)

- Do something crazy (candy bars)
- Paint your truck crazy
- Have a really fun web site
- Fax or e-mail joke of the week
- Get yourself quoted as an expert
- Hire a clown to go on cold calls
- Offer a print university
- Customer training sessions



Promoting Your Business (cont.)

- Monday morning fax letter
- Audio tapes
- Distribute Montage video tapes or others
- Tip of the day
- Distribute reprints of interesting articles
- Request questions and give answers
- Hot line for customer questions



Promoting Your Business (cont.)

- CU-SeeMe video conference via Internet including record audio and video
- Beeper/pager with proofs
- Cellular phone with proof
- Tickler postcards (Solution of the month)
- E-mail messaging



IM: FT - Environmental

- Green marketing never really in
- The eco printer
- Seek eco clients and prospects
- Newspaper, magazines, Domini 500
- Age of buyer getting younger
- Create both reality and image
- Purchase eco equipment and supplies
- Make shop environmentally friendly
- Teach employees in ecology
- Support community eco activities
- Eco handouts and seminars



IM: FT - Social Responsible

- The Body Shop; MacDonalnds; Public TV
- Cause Marketing
- Doing Well While Doing Good
- Replace complimentary printing
- !% of sales to a notable cause
- USA Print
- Requires high level sell
- To top executives
- Issue oriented buyers
- Seek greatest visibility




FT - Social Responsible (cont.)

- Emulate programs of national companies
- Involve your suppliers
- Encourage employee involvement
- Unites the company
- Unites the community
- Provide employee incentive for involvement
- Use the trade press
- Work on local boards of charities, non-profits



IM: FT - International Activities

- NAFTA
 - Canadian opportunities
 - Mexico opportunities
 - Companies wanting to do business in the US
 - WEPN & IPN
 - Overseas partnerships
 - Translation services
 - Internet and high speed data transmission
 - Understand shipping, customs and credit
 - USA organizations requiring overseas printing
- 

IM: FT - Uniqueness

- What's Unique about your company
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.
 - 6.
 - 7.
 - 8.
- Create 26 Uniqueness
- Brainstorm
- Write out and plan promotion



Questions and Answers



Evaluations and Book Orders



Information Gathering

- Not via the sales force
 - Have biases, unintentional
 - Only deals with verbalized info "price is high"
 - Trained to sell, not gather information
 - Limited to their preferred clients only (bias)
- Secondary research
 - SIC inadequate
 - Use a third party
 - Seeking the future vs. the past
 - Survey can be a public relations tool



Information Gathering (cont.)

■ Focus Group

- Selection of limited group of clients/prospects
- Discussion of qualitative issues
- When your clients are concentrated
- Want to deal with new issues or issues harder to define
- Futuristic thinking
- Need to probe in depth
- Pre distribute questions
- Open discussion
- One person feeds another
- Not control, but listen
- Independent leader



Information Gathering (cont.)

- One-on-One Interviews

- Expensive
- Independent interviewer
- Often too few opinions
- Often knee jerk opinions
- Too small a sampling
- Time consuming
- Hard to record all comments

- Review sales history

- Sales by business market, product, geography, rep/territory, time period, average order size, profit for each of the above



Pursuit of Identified Markets

- Join industry associations; trade publications
- Talk to industry association executives
- "What most important in print procurement?"
- Visit trade shows
- Obtain referrals and testimonials by industry





COMING TOGETHER IS A BEGINNING;
KEEPING TOGETHER IS PROCESS;
WORKING TOGETHER IS SUCCESS

HENRY FORD



TO THE SUCCESSFUL FUTURE

- **THANK YOU FOR THE OPPORTUNITY**
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