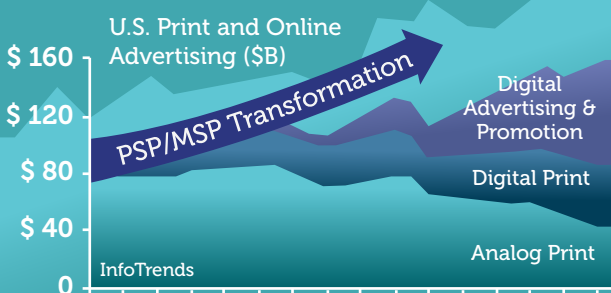# Why printers should focus on Cross Media

Where is the beef?

- Digital print is growing
- Cross media is growing at an even faster pace
- Analog print is declining and offers no margins

unusual for the printing industry

MSPs GROW 20% ANNUALLY
Half of MSPs report revenue growth in excess of 20% annually (InfoTrends)

PRINT

U.S. Print and Online Advertising ($B)

$160
$120
$80
$40
0

PSP/MSP Transformation

Digital Advertising & Promotion

Digital Print

Analog Print

'89 '93 '97 '01 '05 '09 '13 '17

InfoTrends

Print works!
94% of multi-channel campaigns include print.

Thanks to various cloud services such as Google, Facebook or MailChimp it has become easy to automate digital marketing. But print?
Hey, nobody can do this except a printer! Jump at it and you will also get your share of the „digital" money.
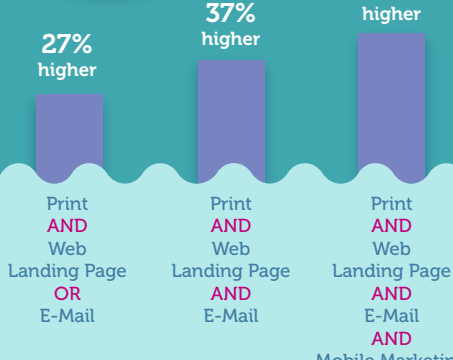
CROSS MEDIA DELIVERS HIGHER RESULTS

45% HIGHER

27% higher — Print AND Web Landing Page OR E-Mail

37% higher — Print AND Web Landing Page AND E-Mail

45% higher — Print AND Web Landing Page AND E-Mail AND Mobile Marketing

InfoTrends

91% of printed direct mail sent to prospects is opened.
(Royal Mail, UK study finding)

$45 Billion
With over $45B, direct mail remains the largest single direct marketing expenditure. (In US, Winterberry Group)

Cross Media generates leads

76% of CMOs list quality lead generation as their greatest challenge. (BBDO Consulting)

Due to personalization and tracking Cross Media allows to identify responses on a recipient's level. Instead of abstract response rates the results are generated leads.

Many words mean the same thing:
- Cross Media
- Multi Channel
- Omni Channel
- Marketing Automation
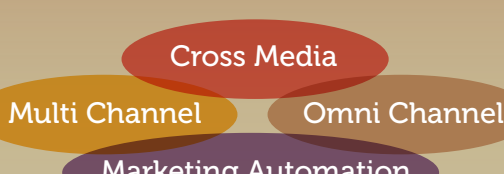
68% of print buyers use Cross Media

20% of all commercial printers offer Cross Media

Canon Insight Report 2014 "Building your future with print"

85% of marketers want to join campaigns across channels

They have 2 goals:

The Chartered Institute of Marketing 2011

Personalization
38% of the marketers rate Omni Channel Personalization a high priority

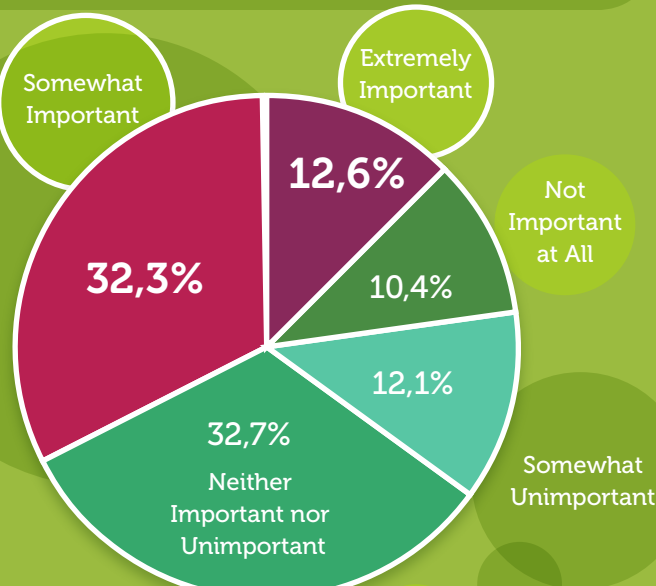Only Cross Media can fulfill this need when print is a component of the campaign.

+ Measurability
71% of the marketers look for measurability

The times are over when CMOs could justify marketing without measurable results. Since print is no exception they need tools to make print measurable. Cross Media is doing the job here. (BBDO Consulting)

Ecosultancy/Adobe Quarterly Digital Intelligence Briefing

So, listen to your customers...

How important is it for a print services vendor to offer multi-channel integrated marketing:

- Extremely Important — 12,6%
- Somewhat Important — 32,3%
- Neither Important nor Unimportant — 32,7%
- Somewhat Unimportant — 12,1%
- 10,4%
- Not Important at All

InfoTrends 2012

What your customer expects a printer to do:
45% of enterprises demand multi-channel integrated marketing from their print service vendor.

A common mistake
is to believe that customers won't ask printers when it comes to multi-channel marketing.

Customers will ask their printer for Cross Media!
55% of print buyers ask their print provider for advice on multi-channel communications.

Canon Insight Report 2014 "Building your future with print"

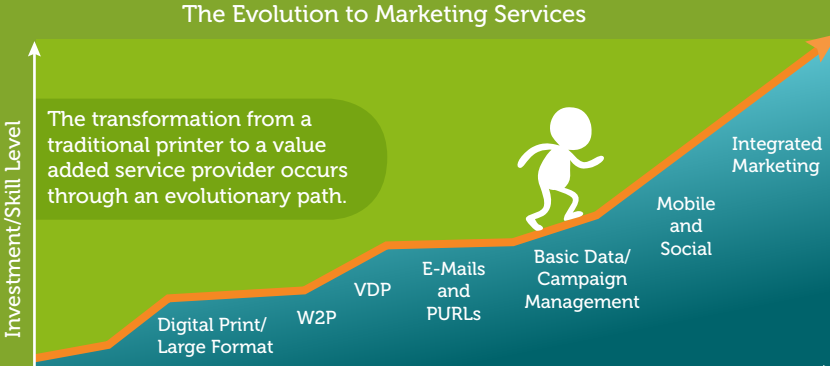## ...and use your pole position!

Printers are the place to go
Commercial printers, office superstores and online-printing services are a go-to-resource for SMBs and they have a tremendous opportunity to diversify their services to target SBMs and help them with their marketing efforts.

26% High growth from value added services
Print Service Providers with the most growth have more people in sales and design and less in production. They generate 26% of their revenue from non-print related services.

The Evolution to Marketing Services

Investment/Skill Level

The transformation from a traditional printer to a value added service provider occurs through an evolutionary path.

Integrated Marketing
Mobile and Social
Basic Data/Campaign Management
E-Mails and PURLs
VDP
W2P
Digital Print/Large Format

Solution Sophistication/Complexity

InfoTrends

Bad news for convential printing
OLD HABITS
Those printers with the greatest reliance on conventional printing methods are the worst performing.

## The journey starts with personalization...

Using variable data communication:
- Increases response rates by 24%
- Increases repeat orders by 21%
- Increases order values by 19%
- Reduces response time by 19%

Declining PSPs **14% VDP in Color**

Growing PSPs **34% VDP in Color**

What percentage of your customer marketing campaigns fit into the following categories?
- Mass Marketing (One-to-Many) — 29,2%
- Personalized Marketing (One-to-One) — 33,4%
- Segmented Marketing (One-to-Few) — 37,4%

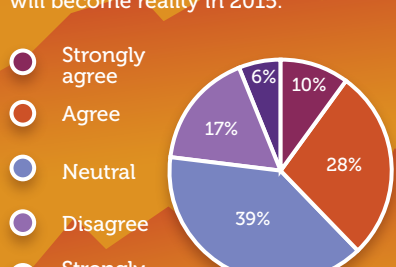**Cross Media helps you to personalize print & digital!**
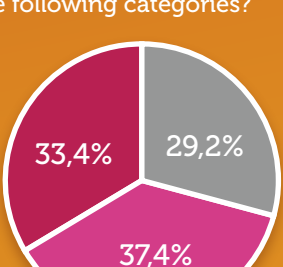
Highly personalized color direct mail was found to typically generate a 6.5% response rate - which is over three times higher than the usual 2.0% response rate that occurs as the result of non-personalized direct mail.
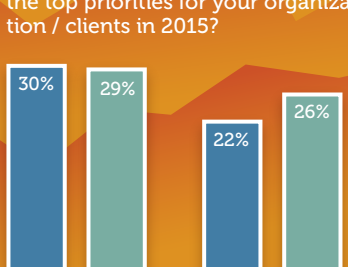
InfoTrends

...and leads you to Cross Media

Multi-channel personalization has top priority

Omni Channel Personalization will become reality in 2015.
- Strongly agree — 10%
- Agree — 28%
- Neutral — 39%
- Disagree — 17%
- Strongly disagree — 6%

Ecosultancy/Adobe Quarterly Digital Intelligence Briefing

Which two digital-related areas are the top priorities for your organization / clients in 2015?
- Targeting and personalization — 30% / 29%
- Multi-channel campaign management — 22% / 26%

- Company respondents
- Agency respondents

Every small or big company has data to work with
Do you agree or disagree with the following statement?
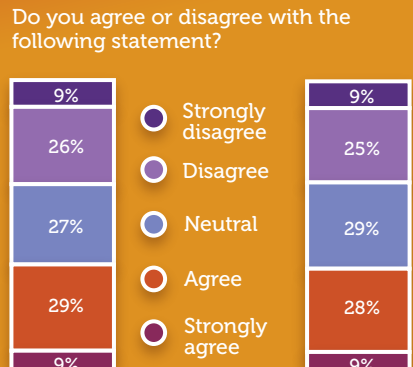
We have the analysts we need to make sense of our data
- Strongly disagree — 9%
- Disagree — 26%
- Neutral — 27%
- Agree — 29%
- Strongly agree — 9%

We have a good infrastructure in place to collect the data we need
- Strongly disagree — 9%
- Disagree — 25%
- Neutral — 29%
- Agree — 29%
- Strongly agree — 8%

Best practice:
Promote simple products

Thanks to evolving technology cross media marketing becomes more easy to offer. To avoid the pitfalls of selling complex technology, successful providers have discovered Productization. They present simple and specific marketing products such as invitations or promotional campaigns. So the client has to decide only between NO and YES.

Walk the Talk!
Use Cross Media to promote your own business and learn on the way.

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