



## BEYOND OMNI-CHANNEL OFFER MORE

FINDING WHERE PRINT FITS INTO  
A SHIFTING MARKETPLACE



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### THE ROLE OF PRINT IN OMNI-CHANNEL MARKETING

Imagine a world where every advertisement, email, direct mail communication, store visit, mobile offer, and website visit is personalized. This is just the type of experience that today's consumers are beginning to expect. Market leaders are evaluating and assessing techniques for delivering more accurate, relevant, and personalized touchpoints across all forms of communication. These companies are optimizing customer interactions through print, mobile, social, and online platforms.

In the Canon Solutions America sponsored webinar entitled *The Role of Print in an Omni-Channel World* presented by *Printing Impressions* and *In-Plant Graphics* magazines, InfoTrends Group Director Barb Pellow asserted, "Print needs to be personal."

The key is that "one size does **not** fit all."

Marketers understand that consumers have come to expect personalization in the marketing messages they receive. They are breaking down mass-market lists into segmented groups linked to purchasing trends, values, and priorities or actual one-to-one communication. The key is that "one size does not fit all," and the focus has shifted to information that is relevant and specific to the intended recipient. According to InfoTrends' research, corporate clients report a significantly increased emphasis on customized communications, with more than 60% of campaigns personalized (one-to-one) or segmented (one-to-few).

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Go in-depth into the "all channels on" marketing mindset as you learn about key trends, challenges, and strategies for printers in an omni-channel world, presented by InfoTrends' Barb Pellow and expert print service provider panelists.

WATCH THE WEBINAR:  
**THE ROLE OF PRINT IN AN  
OMNI-CHANNEL WORLD**



While print remains a key component in a successful marketing mix, the popularity of alternative channels is growing. Learn about communication trends, consumers' demands, and new technologies to create a high-impact, interactive experience.

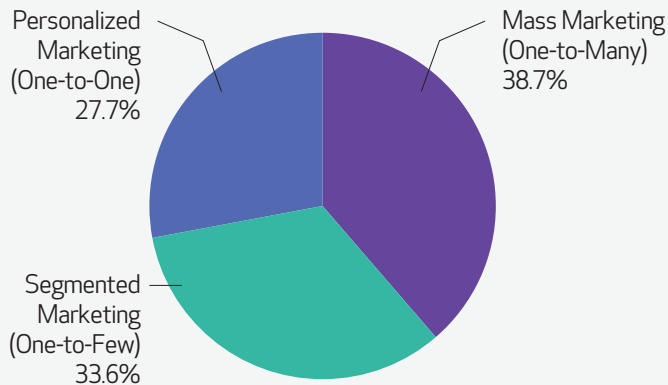
READ THE WHITE PAPER:  
**ADDING VALUE BEYOND PRINT**



## THE ROLE OF PRINT IN OMNI-CHANNEL MARKETING (CONTINUED)

**FIGURE 1. ENTERPRISES ARE TAKING A MORE TARGETED APPROACH**

**What percentage of your external communications or marketing/advertising campaigns fit into the following categories?**



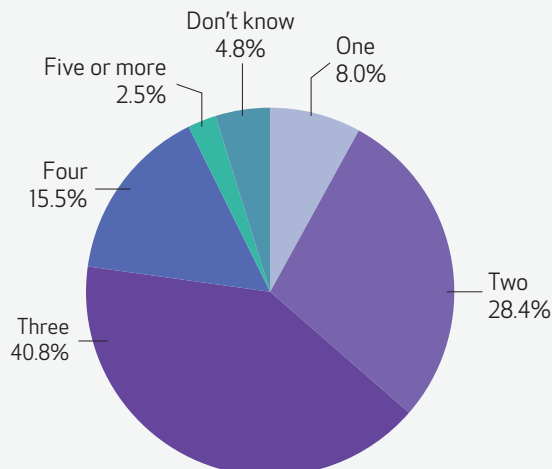
N = 861 Enterprise Respondents with external customer communications  
Source: *Micro to Mega: Trends in Business Communications*, InfoTrends 2015

According to Pellow, print will remain a dominant channel. “The big message is that it needs to work well with other channels,” she continues. The term “omni-channel” may be a marketing buzzword, but it refers to a significant shift—today’s marketers must provide a seamless experience, regardless of channel or device. Consumers can now engage with a company in a physical store, on a website or mobile app, through a printed catalog or direct mailer, or through social media. They can access products and services by calling a company on the phone, by using an app on their smartphone, or with a tablet, laptop, or desktop computer. Each component of the consumer’s experience should be consistent and complementary. On average, enterprise respondents report using three different media types for a typical campaign. Meanwhile, 35% of respondents are linking print and digital media and 49% of marketing campaigns have combined print and digital media.

Each component of the customer’s experience should be consistent and complementary.

**FIGURE 2. NUMBER OF MEDIA TYPES USED PER CAMPAIGN**

**How many types of media does your company use for a typical customer communication or marketing campaign?**



N = 883 Enterprise Respondents  
Source: *Micro to Mega: Trends in Business Communications*, InfoTrends 2015

Joining Pellow during this webinar was John Sisson, President of Wilde Agency. “We believe we need to drive engagement through science,” Sisson reports as he introduces his company. Regardless of the channels used, marketers must understand their audience, set goals, and measure against those goals to be successful. Sisson shares insights from various sources about human behavior and how today’s consumers think.

In this webinar, Sisson outlines the five things that should be considered in omni-channel marketing:

1. Goals and objectives
2. Data strategy
3. Customization
4. Personalization
5. Measurement

## THE ROLE OF PRINT IN OMNI-CHANNEL MARKETING (CONTINUED)



Learn more about the decision science principles that guide the Wilde Agency's marketing strategies and the five keys for achieving omni-channel success during this in-depth webinar. There's too much at stake in your business to delay taking that first step toward expanding the number of communication channels that you make available as a part of a campaign. Savvy service providers will find a way to deliver on the promise of a personal, omni-channel experience. Start now by watching this exciting webinar!

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In a complex communications environment, marketers must take an "all channels on" approach to reaching their customers. Integrating print and digital outlets is key to effectively delivering a unified, engaging message. In this webinar, experts discuss strategies for building success in an Omni-channel world.



**WATCH THE WEBINAR:**  
**THE ROLE OF PRINT IN AN OMNI-CHANNEL WORLD**

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