

DIFFERENTIATE AND BOOST PROFIT WITH DATA-DRIVEN MARKETING SERVICES



DIGITAL PRINTING INSIDER | MAY 2015 | FOR COMMERCIAL AND INTERNET PRINTERS

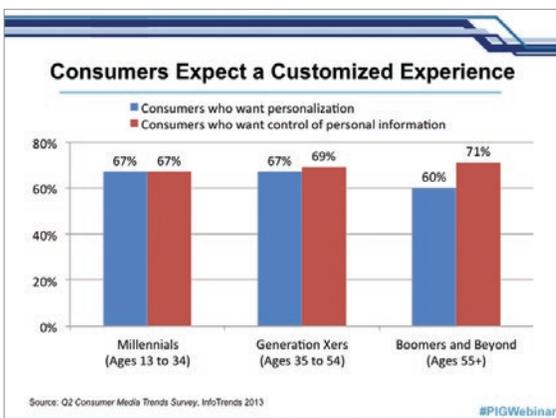
DATA: THE SILVER BULLET FOR DRIVING SALES

Although data-driven marketing is not a new concept, the explosion of sales channels and rising consumer expectations mean that marketers and marketing service providers must leverage data to deliver a more personalized experience. According to InfoTrends' Group Director Barb Pellow, "The challenge today is that it's not just about collecting traditional offline data anymore. These days, you need to take that data and connect it with online data, including browsing behaviors and social networks. Once all of the data is analyzed, it can be used to produce a highly personalized marketing campaign that is tailor-made for a specific customer, creating a truly unique experience."

Canon Solutions America sponsored a webinar entitled *The Silver Bullet for Driving Sales and Impressions: Data* that was presented by Printing Impressions and Target Marketing. In this webinar, Pellow explains that data capture and analytics are no longer optional marketing tactics. Marketers are seeking business partners that can convert information into actions through effective and personalized communications. Organizations have more data than ever before, but they need help analyzing,

segmenting, and crafting their messages to ensure that relevant content can reach the right target at the right time.

Pellow continues, "All consumers, regardless of the age group, expect a customized experience." According to InfoTrends' research, more than 60% of consumers are demanding a personalized experience.



At the same time, however, it's not enough for the experience to be personalized—it must cut across all channels. While traditional tactics haven't been completely ignored over the last decade, they haven't necessarily been the focus of conversation. Marketers were instead concentrating on newer, trendier digital tactics and channels. Traditional

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DATA: THE SILVER BULLET FOR DRIVING SALES (CONTINUED)



media types (for example, print) will make something of a comeback during 2015, particularly in the business-to-business space. In today's era of shrinking attention spans, email deliverability challenges, and digital overload, marketers are finding that leveraging print in the right way can actually help engage audiences and differentiate a business.

Joining Pellow in the webinar is Luke Heffron, Senior Vice President of EMPIRICALinsights at SG360° (Wheeling, IL). Setting the example for print service providers, Heffron describes how SG360° has embarked on expanding its data skills by adding new staff members, forming partnerships, and partaking in mergers/acquisitions. At the beginning of 2014, SG360° launched a data and analysis service called EMPIRICALinsights. This service is supported through a partnership with iNovum, a company that was founded by Harvard-educated author and research scientist Dr. Howard Moskowitz. EMPIRICALinsights enables clients to identify the unique individual preferences (for example, likes and dislikes) of their customers by applying a model developed by Moskowitz that combines psychology, marketing, and mathematics. With this service, SG360° customers can achieve significant improvements in sales, profitability, and client loyalty.

When differentiating your business to better serve customers, Heffron offers several key pieces of advice. First he stresses the importance of understanding where direct marketing is today and where it is going.

Heffron continues, "Once you have developed this level of understanding, you must identify where holes exist and then find solutions." At the same time, you must become an expert, form selective partnerships, and sell actionable solutions. Throughout *The Silver Bullet for Driving Sales and Impressions: Data* webinar, Heffron shares specific data-driven and results-based examples for each of these actionable tips. He also provides insights for businesses that want to get started right away.

Join Pellow and Heffron as they uncover the trends in data and personalized direct mail, explore the need for marketers to deliver a personalized experience, and share how service providers and marketers are collaborating to leverage data and drive sales.

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Consumers today expect personalized marketing experiences, and marketers want to deliver. The key—help your customers leverage data to produce highly personalized marketing campaigns tailor-made for their customers. Discover how service providers can differentiate themselves and add new revenue with data-driven marketing services.



**WATCH THE WEBINAR TO LEARN MORE:
THE SILVER BULLET FOR DRIVING SALES
AND IMPRESSIONS: DATA**

LARGE FORMAT SPOTLIGHT

ONCE YOU CHOOSE, HOW DO YOU DECIDE?

We have all felt that pressure—the feeling of being overwhelmed, the uncertainty, the feeling of “what if I choose the wrong product?” As a kid we felt this every time we walked into the ice cream store that offers 31 flavors or more, right? It’s not so bad if you make a poor decision in the ice cream shop, but you don’t want to make poor choices when it comes to your business.

I’m sure that you are feeling some of that same pressure now that you have decided to enter the wide-format market with decisions like, UV versus LED curing, and hybrid, roll-to-roll or a true flatbed. There are lots of choices out there and your success depends on how well you do your homework, because choosing the right product will have a great impact on your business for many years to come. I know... you have that feeling coming on again... *decision overload!*

Research has shown that when we have too many choices it often leads us to feeling less satisfied once we have made a decision. We all want to make the right choice and everyone wants the best solution, but because information from many companies is often overly complicated and vague, it forces most customers to get caught up on speeds, feeds, ink sets, or dare I say it... price.

What you need to focus on is the “high margin” applications that you should be producing for your customers. That will then determine what you need in regard to the versatility of equipment for those applications. This is important because your production and application demands will need to meet the specifications and capabilities of the printer. In addition, you need to consider a product that will not only meet your current needs, but your potential needs in the future—a product that will push your business forward over the next ten years.



So what do you do? Our buyers guide can help you make the right decision and leave you without buyer’s remorse. This guide will help you make sense of the complexities of UV flatbed printing technology. The goal of this guide is to help you understand the choices you need to make, what to look for when selecting a UV flatbed printer, and how you can calculate the fastest return on investment.

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WHERE'S THE BEST PLACE TO LEARN ABOUT DIGITAL PRINTING?



PressGo, of course. This blog is designed to arm you with the knowledge you need to ensure success in the rapidly evolving printing industry. Stay up to date with weekly posts from the Canon Solutions America product and marketing specialists. Check out some of the recent posts:

Achieving Consistent Color Across All Your Print Processes

An increasingly popular way to best analyze color and print-related issues to assure repeatable, predictable results is to become a G7 Master qualified facility. Learn more about the G7® process on the PressGo blog at mypressgo.com/blog/achieving-consistent-color-across-all-your-print-processes.

Networking and Education Event for Growing Business Profits

INg, a networking association for the print and electronic service provider industry, brought together some of the biggest name vendor partners at the annual forum in February. Read some of the session highlights and discover the first-of-its-kind *Designer's Guide to Inkjet*, a "how-to" book providing tips, tricks, and techniques for the achieving the best results from production inkjet. mypressgo.com/blog/networking-and-education-event-growing-business-profits

Three Must-Read Announcements for Production Inkjet Customers

Canon Solutions America's second annual Anniversary Event offered an exclusive opportunity for a select group of market analysts and industry publication reporters to learn about the growth and future of the various divisions of the company. See the must-read announcements made at the Anniversary Event on the PressGo blog. mypressgo.com/blog/three-must-read-announcements-production-inkjet-customers

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