

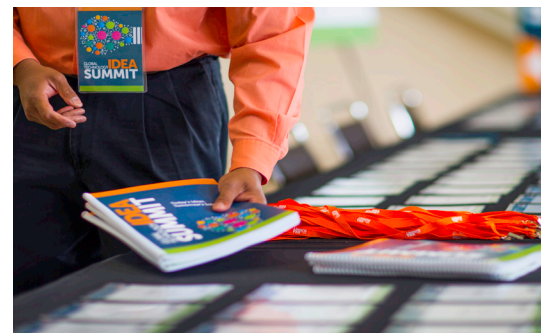


# The Power of a Smart Print Strategy

How smart improvements in printing processes can help overcome some of the biggest economic and customer challenges businesses face today.



Streamlining processes + Engaging customers + Building a brand + Bringing big ideas to life = Increased ROI



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## Efficiencies:

How streamlining printing processes can help create organizational efficiencies.

## Opportunities:

How engaging customers through print can help overcome common business challenges.

## Brand Building:

How high-quality, color-consistent printing can help boost your brand.

## Big Ideas:

How large-format printing can help bring your brand to life.



## Let's first take a look at common business priorities and challenges across industries:

### Top Business Priorities Across Industries

1. Increase sales
2. Gain/retain new customers
3. Improve operational efficiencies
4. Reduce and control operational costs
5. Improve business productivity

### Top Marketing Challenges Across Industries

1. Measuring results or ROI
2. Campaign costs
3. Not enough time
4. Managing multiple providers

### Top Methods Used to Communicate With Customers

1. Sales and marketing materials
2. Print publication advertising
3. Printed direct response
4. Business identity products
5. Print signage



# Creating a Smart Print Strategy



How do you maximize your budget to ensure you're leveraging your print spend correctly? This white paper will address that question and others.

Printing goes far beyond just the copy machines in an office space — it can be used as a powerful tool to overcome business challenges and accomplish goals. Developing a smart print strategy takes resources and effort, but with the implementation of a few specific tactics, your organization can be well on its way to reaching its full print potential.

This white paper uses findings from a 2017 Keypoint Intelligence survey that was developed and deployed across vertical industries — including financial services, healthcare, hospitality, retail, manufacturing, education and government — and explored each industry's key challenges with its printing processes, print service providers (PSPs) and using print for marketing.

**Using learnings from this research, this white paper will explain how the use of smarter strategies and implementing specific tactics in a business's print process help:**

- ▶ Increase efficiencies
- ▶ Engage customers
- ▶ Build a brand
- ▶ Bring big ideas to life

All of which result in overall growth and increased return on investment (ROI).

## 29%

of companies' total communication spend is on print — more than any other communication type

## 1–3%

The average percent of annual revenue an organization spends on print

Source: Gartner

# Increasing Efficiencies

How streamlining printing processes can help create organizational efficiencies.

Three of the top five business priorities outlined in the Keypoint Intelligence survey — improving operational efficiencies, reducing and controlling operational costs, improving business productivity — revolve around the common themes of streamlining and increasing efficiencies. Luckily, there are many ways a print strategy can be improved to accomplish just that — and help avoid the dreaded phrase “budget cut.”

The most influential strategy is switching from in-house printing to outsourcing printing by using an approved PSP or end-to-end print provider. Print outsourcing involves the consolidation of print-related resources and services through a provider that optimizes print production and distribution, coordinates print with communications across all channels, and consolidates print spend to create significant savings. When organizations outsource, they gain the opportunity to direct more of their internal efforts toward their core businesses.



**For organizations that do not outsource their print, the biggest challenges include:**

**61%** of most in-plant printing is managed by enterprise staff — which takes up valuable resources and time

**27%** of businesses say they used non-approved vendors because print is needed at a location that is not easily reachable for their campus or headquarters

**When switching to a PSP or using an end-to-end print provider, organizations have seen these benefits:**

**30%** The average overall savings businesses see by outsourcing their print marketing management

**15%** The average savings on production costs alone that organizations realize by outsourcing their printing

Source: <https://www.ballantine.com/print-outsourcing-vs-house-printing-best-business/>

The benefits of outsourcing your print don't stop at the savings.

**Respondents who outsource their printing said the following about the capabilities they find most useful with an approved PSP:**

48% found "cloud" printing to be useful in simplifying the ordering process

42% said the advanced technology for color printing is useful

35% said they like to digitally manage their print orders

**Of businesses who use commercial printing providers:**

92% say print quality was the most important factor in their decision to outsource

88% say the ability to handle more volume was the most important factor in their decision to outsource

### The Bottom-Line Benefits

- ▶ Start paying only for what you use
- ▶ Reduce staffing needs
- ▶ Eliminate expensive leases
- ▶ Remove maintenance fees
- ▶ Reduce shipping costs



According to a research report by Gartner, organizations spend between 1 and 3 percent of their annual revenue on print.

*"In our case, 3 percent is a few billion dollars. I knew if we could save a few bucks, it would fall right to our bottom line."*

—Head of Business Services at a Fortune 500 company

# Finding Opportunities

How engaging customers through print can help overcome common business challenges.

With a variety of ways to connect with your customers — websites, print ads, traditional advertising, content marketing and more — it can be difficult to decide which channel is the most effective. But even in the digital age, print has still been proven to engage customers and increase conversion at higher rates than digital marketing. This is especially true for tactics such as direct mail and personalized print pieces, for which the typical response rates are significantly higher than other forms of customer communication and which have a significantly better ROI.

Still, businesses are deterred from using print and personalized customer communications.

**Respondents said the top three reasons for avoiding personalization include:**

1. Cost (38%)
2. Not having enough time (26%)
3. Lack of customer data (24%)



**39%**

of customers tried a business for the first time because of direct mail

**60%+**

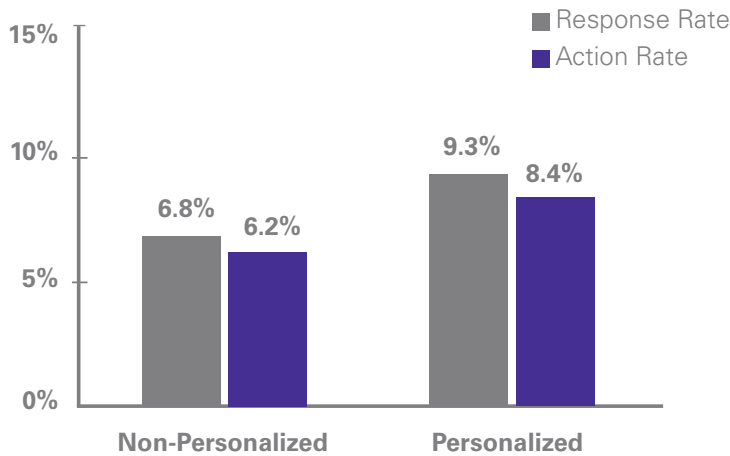
of direct mail recipients were influenced to visit a promoted website

The challenge discussed on the previous page can be easily overcome by using the right PSP.

A great PSP will have access to the customer data you need and will be able to maximize your print spend. When you combine both of these print tactics, the results are impressive:

**The Power of Personalization**

The typical response rate for customer communications that include/don't include personalization



The power of printed pieces increases when used strategically with other types of channels.

**9.2%**

is the average response rate of campaigns that use a combination of print, email, social media and mobile applications — that's a 2% increase from those who just use a single channel

Using a combination of tactics and working with a PSP to streamline your campaigns can result in tangible, measurable and sustainable savings.

**The Direct Mail Advantage**

<b>Direct Mail</b>	<b>79%</b>	<b>4.4%</b>	<b>\$51.40</b>	<b>1,300%</b>
<b>vs.</b>	consumers act immediately	response rate	cost per response	ROI achieved by U.S. advertisers who spend on average \$167 per person on direct mail to earn \$2,095 worth of goods sold
<b>Email</b>	<b>45%</b>	<b>.12%</b>	<b>\$55.24</b>	Source: PrintIsBig.com



# Building Your Brand

Brands are built and maintained on consistency. Here's how high-quality, color-consistent printing can help boost your brand and your customer engagement.

You probably hear it often: It's important to *differentiate* your brand. While a strong online presence is important for brand recognition, it's also vital that the brand is reflected consistently throughout every channel — online and offline. When it comes to print, your brand will reflect most strongly through high-quality printing and consistent color. The easiest way to accomplish this is by using the same end-to-end print provider for all of your printed materials.

By using the same end-to-end print provider, you can feel confident in your brand because you'll be working with experts who understand your brand and correctly use your colors and logo, and you have access to state-of-the-art printers that produce precision color. When colors match across all your printed materials, it creates a powerful impression.



## Types of Printing Certifications

### G7 Master Qualified Printer

The industry's premier designation for color management means you get consistent color matching from proof to press.

### ISO 9001

Certified quality-management systems demonstrate an ability to enhance customer satisfaction.

**40%**

is the average rate customer engagement increases when there are high-quality graphics that accompany custom content

**54%**

of customers think quality printing matters — a majority believes the quality of materials is a strong reflection of a business's product or service

**90%**

of business owners agree using high-quality, consistent color in printing can attract new customers



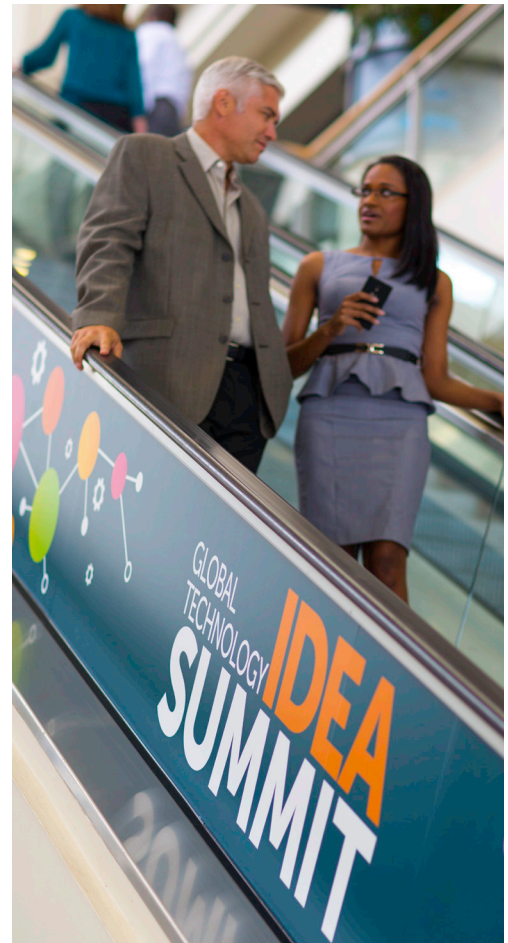
# Bringing Big Ideas to Life

Customers and stakeholders are attending large-scale events at high rates. By using large-format printing to bring your brand to life, you can catch their attention.

Despite the rampant use of webinars, video conferencing and other online interactions, large-scale, in-person events such as trade shows, conferences and summits are becoming increasingly popular. These events give organizations a unique opportunity to showcase their brand and connect with stakeholders and customers in an interactive environment. But with so many in attendance, how do you stand out among the crowd? Printing can help accomplish this.

Creating a visual environment can extend far beyond signs, banners and posters. Other creative ways to display your brand include:

- ▶ Floor and wall graphics
- ▶ Window and wall clings
- ▶ Column wraps
- ▶ Escalator and elevator graphics



**\$96**

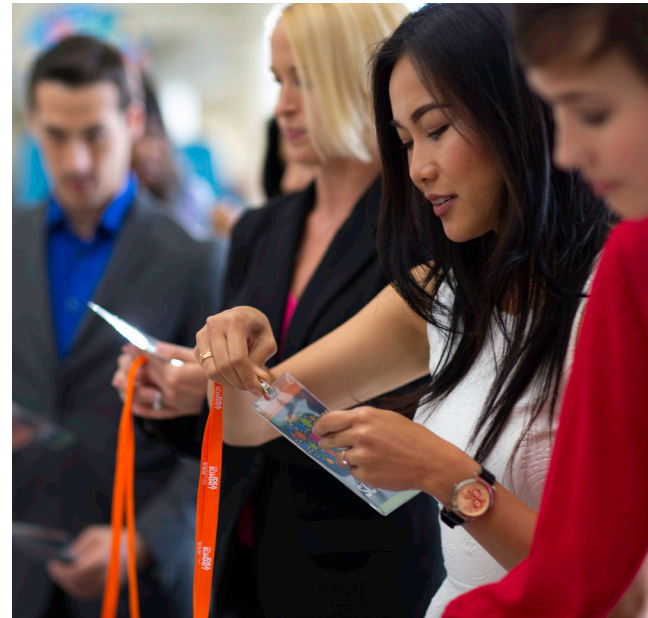
The cost of an initial face-to-face meeting with a prospect for an exhibition lead

VS

**\$1,039**

The cost of an initial face-to-face meeting with a prospect without an exhibition lead

## Big Ideas



## Get your big ideas in front of customers.

By using the types of high-quality, large graphics discussed on the previous page, you can create an immersive environment for an audience. With the right printing strategy, event marketing is an opportunity to drastically expand your company's customer base — event attendees tend to be more motivated and ready to immediately commit to a deal. Therefore, investing in event printing has proven to provide significant ROI due to the valuable leads exhibiting can generate.

### What Types of Events Are Customers Attending?

1. Regional conferences (54%)
2. National association conferences (52%)
3. National trade shows (50%)

More than

# 81%

of trade show visitors have purchasing authority

Source: "The Spend Decision: Analyzing How Exhibits Fit into the Overall Marketing Budget." Center for Exhibition Industry Research, 2017.

# 89%

of exhibitors plan on maintaining or increasing their graphics budgets for trade shows

Source: <http://www.exhibitoronline.com/topics/article.asp?ID=2541>

# 83%

of exhibitors agreed "building, expanding brand awareness" is a high-priority marketing-related objective for trade shows

# Put the Power of a Smart Print Strategy to Work for You

- Streamlining processes
- + Engaging customers
- + Building your brand
- + Bringing big ideas to life
- = Increased ROI

We've examined the many ways a smart print strategy can be used as a powerful tool to overcome business challenges, accomplish goals and provide a path for organizations across many industries to reach their full potential. By using specific print tactics to streamline processes, engage customers, build a brand and bring big ideas to life, organizations have seen significant ROI and overall growth.

Ready to get started on creating a smart print strategy that works for your organization? Go to [fedex.com/smartprintstrategy](https://fedex.com/smartprintstrategy) to set up a consultation.

## Let's take a final look at the power of print:

Eighty-three percent of respondents indicated they understood, retained or used information better when they read print, compared with lower percentages (64% and less) when reading on electronic devices.

More than 9 in 10 consumers agreed there will always be a need for printed materials, with almost half (49%) of those surveyed saying a world without paper would make them feel stressed or annoyed.

[Source: <https://about.van.fedex.com/newsroom/fedex-office-survey-reveals-enduring-preference-for-printed-materials-in-todays-increasingly-digital-environment/>]

Overall, the survey reported 81% of respondents preferred to read print when given the choice.

# 23%

of respondents indicated they are easily distracted when reading print



# 66%

of respondents indicated they are easily distracted when reading on a mobile device



# 42%

of respondents indicated they are easily distracted when reading on an e-reader