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## Broadening Your Service Scope in 2011

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For a number of years now, print providers have been told it is important to broaden their scope in an effort to differentiate themselves from the competition. So what makes this advice a trend for 2011? Because one of the biggest trends that is emerging fast and strong is the fact that every business must make it convenient for customers to do business with you—something of utmost importance in this “new normal” world of tight budgets and work overload we are currently living in. Truly being able to offer solutions that provide ease of use, save time and resources, and minimize the amount of effort needed to fulfill orders is what customers are going to expect from you in 2011 and what you as a business owner are going to have to provide.

One of the easiest avenues you can take to achieve this is to finally embrace the electronic aspect of print—a value-added capability that now simply has to be part of your core offerings. However, many print providers are still in the discovery stage. They are asking how they can easily make electronic options—online-ordering and virtual storefronts for enterprises with distributed sales and marketing departments, real-time access to materials, reporting capabilities that result in rapid follow ups—part of their service offerings. Yet having these capabilities offer tremendous benefits for your busy customers and will help you easily set your business in the direction of success for 2011 and beyond.

### Getting Started

In today's ever-evolving Web-based world, print providers who embrace this electronic aspect are able to offer their customers the ability to create localized materials on-demand like never before—all while ensuring a corporate mandate for brand integrity is maintained. This is largely due to the capability found in online ordering and virtual storefronts that allow your customers, with distributed sales and marketing departments, to access all types of communication materials through one portal. This allows them to manage only one inventory system rather than multiple databases.

### Providing Real-Time Access to Materials

Providing your customers with a central repository means they can easily push the latest changes and revisions to a document in real time. Once a piece has been printed, it is out in the world. While the same can be true for electronic collateral, by using electronic fulfillment your customers will have more control and flexibility if they need to make changes to the document. For example, if they need to change the chart that appears in a newsletter or business proposal, they can simply update the PDF and upload the latest version to the Web server. This ensures all people who

access or click a link to download the file in the future have the most up-to-date version, and as their print provider, you are assured you are printing the most up-to-date version.

### Analyzing Capabilities That Result in Rapid Follow-ups

When making the move to providing online options for your customers, it is important to offer a complete solution for managing their campaigns. For example, an attractive selling point to your customers who are considering utilizing electronic fulfillment lies in the convenience provided to manage marketing campaigns from lead acquisition to close. The software solution you choose should have the ability to track the entire life-cycle of the campaign including measuring and analyzing results based on contact history. That way you can add value with the ability to tell your customers when the materials were viewed, downloaded, or displayed, allowing them to act on inquiries and responses immediately.

### Looking to the Year Ahead

While no one can be certain what the year ahead will bring, there is one thing we can all count on—the industry will continue to evolve. No one in the printing business can afford to sit by and watch changes occur in the hopes they can keep up. With uncertain economic times still looming, there are plenty of cost-effective opportunities for those who are ready to try to embrace and assimilate new solutions for their business. Making it a goal to really broaden your scope and employ technologies to meet your customers' demands in 2011 will be the best guarantee you have to ensure your business will continue to thrive in times of changing market demands. Online ordering and virtual storefronts is just one more way you can better position your company as a long-term business partner to your customers—a role that will benefit every business no matter what the economy dictates.

*interlinkONE provides software that delivers end-to-end personalized marketing, fulfillment, and variable print solutions and helps to better manage and execute, while measuring marketing initiatives and boosting revenue. Solutions include Software as a Service (SAAS) or ASP Web-hosted marketing tools that make it possible to create highly targeted one-to-one mailers, Web-to-print solutions, personalized URL campaigns, and email marketing in addition to fully integrated campaign management, lead acquisition programs, collateral fulfillment, order, inventory, fulfillment, and warehouse management.*

## What's Hot

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