

MAXIMISE

~~GROW~~ YOUR  
BUSINESS  
POTENTIAL



## Inevitable role of Digital Print in the Marketing Cross Media communication

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Area Sales Manager  
Canon CEE Professional Print Solutions

come

and

see

Canon

# Cross Media .... What is it ....

- According to InfoTrends:  
The use of two or more types of media (print; e-mail; WEB; mobile and/or social network) and backing them with marketing services such as creative campaign management and/or data analytics
- According to Mr. Tony Hodgson, Director PODi Europe (*leading independent global organization for digital printing*)  
The point of Cross Media is to make printing more effective, and to measure by how much, by connecting it to digital media channels which are more easily measurable.

Cross-media is all about crossing over from “traditional” media to digital and online media while simultaneously making the former more measurable

## Multi-channel versus Cross-media

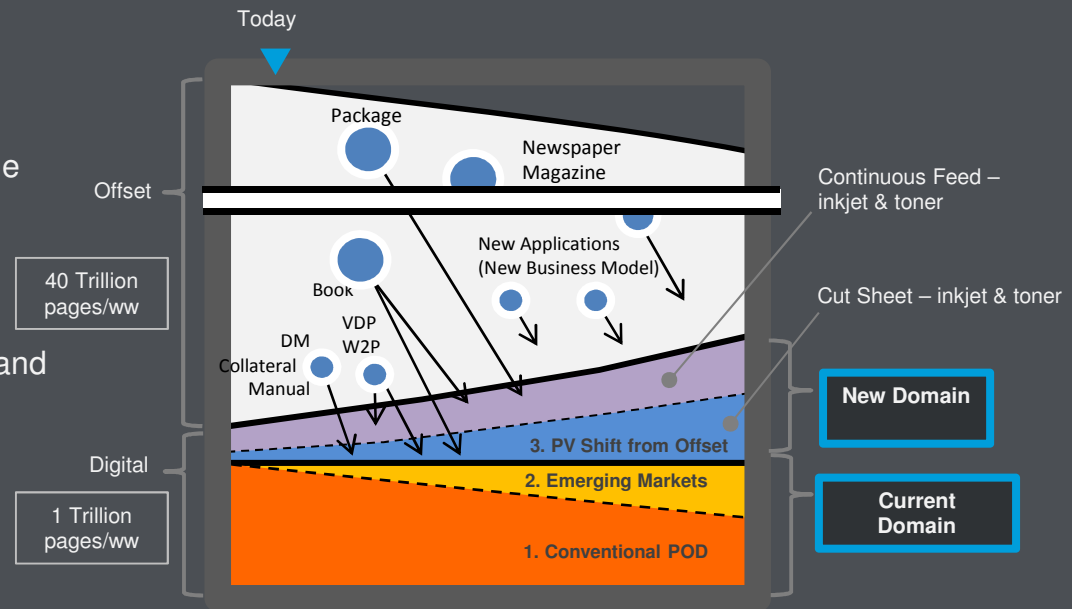
However the two are related they are not synonymous

- Multi-channel:  
Makes use of a range of different platforms to communicate a message; important: use of Multiple channels, example Television advertisement a YouTube video and a Facebook campaign combined with magazine advertisement + direct mail = multi-channel campaign
- Cross-Media  
Allows different channels to work together to achieve a central marketing goal. The same is communicated across multiple channels but the difference is offline and online cannels can be connected and work together.



# Cross Media .... Why .... Global trends

- Overall volumes are steadily declining as communication becomes digital
- As volumes decline new technologies disrupt the status quo of the litho sector
- Digital and inkjet printing with their dynamic abilities lend themselves to flexible campaigns and are gaining in acceptance



# Cross Media .... Why .... Global trends

- Evolution of marketing
  - From the 1960's till 1990's
    - Expensive account lunches
    - Static and mass marketing
    - Radio; print and printed add's
- TV was the revolution
- From the 1990's onwards not so different, B2B was:
  - Printed add's and collaterals
  - Direct Mail
  - Trade Shows / Exhibitions
  - some telemarketing
  - The printer was the Marketing Service Provider, print was still default channel
- The marketer changed; ..... today's marketer is typically:
  - Digital native; grown up in a digital world; lives online; is digital-focused;
  - She or He (mostly woman between 24/30 years) is digital by default
  - 55% has a degree; 18% is post-graduated; but only .... 10% has professional qualifications
  - Knows virtually nothing about print
- Do we speak the same language

# Cross Media .... Why .... Global trends

- How do we speak the same language !!!
- We need one definition
  - Cross media marketing is communicating with customers and prospects using multiple forms of media to present the same integrated message across a single campaign .... All while tracking results in real time
- Cross Media Marketing software
  - We need CMM software that streamlines; automates and measures marketing tasks and workflows .... to increase efficiencies and grow revenue
- Look at the “What if” scenario
  - ... the e-mail bounces” .... <a call is triggered to verify data>
  - ... e-mail received but not opened ... <an alternative subject line e-mail is triggered>
  - ... it’s opened but the pURL isn’t clicked ... <a direct mail is triggered as an alternative>
- Be aware ..... It’s not only about using software
  - You need Marketing expertise to develop the campaign .... And production capabilities are required to execute it .....

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• Cross Media .... How ....

Insight

Inspire

Deliver

Support

Develop business capability  
Business Development

Market Insights

Inspire Ambition

Enhance capability  
Workflow & Technology

Grow page volumes  
Growth Initiatives



Insight Reports



Business and Innovation Scan



EBBP



Customer Case Studies



Customer Open Day Packs



Think Digital



Digital Dimensions



# Cross Media ... How ... Canon's customer journey

A four step approach ....

Insight

Inspire

Step one



Insight Reports

Step two



Business and Innovation Scan



Business Builder Workshops

Canon

# Deliver

## Step three

DELIVER is Canon's offering to you, the customer, including an extensive portfolio of products and solutions to fit your requirements in order to enable business growth.





# Support

## Step four



## Essential Business Builder Program (EBBP)

The Essential Business Builder Program comprises of 3 key elements that are geared towards assisting you with growing your print operation:



Information Guides – there are 19 information guides covering a number of topics including Marketing for Printers, Selling Digital Print and Web to Print.



Workshops – these sessions are run by independent consultants who are subject matter experts in their field. The 1 day sessions are interactive for you to share best practice with like minded print operations as well as learn development skills from the experts on a range of topics including: Selling Digital Print, Marketing for Printers, Cross Media Marketing, to name a few.



Mentoring – takes business learning out of the classroom and into the day to day realities of running a print operation by focusing on your specific business issues, challenges and improvement opportunities.

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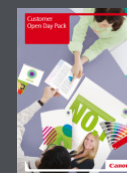
Business and Innovation Scan



EBBP



Customer Case Studies



Customer Open Day Packs



Think Digital



Digital Dimensions



# Cross Media .... What's in it for me ....

For the GA Industry Cross-Media is an exciting proposition:

- CM provides a means to link the world of print with all possibilities of online media
- CM gives PSP's an opportunity to leverage the effectiveness of digital print for VDP and personalisation
- CM marketing services enable PSP's to differentiate themselves in an increasingly commoditised print market.
- Adding Cross-Media services to your offering can actually enable you to grow your volumes

Research by InfoTrend shows that PSP's who have introduced Cross-Media marketing services have seen an average 14% increase in digital print volume



# Those who went before you

## LO Media undertakes digital transformation


- Objective
  - Bring publishing services into 21st century with cross-media to support transition into total communications provider that includes digital platforms
- Challenges
  - Combating falling volumes and costs
  - By offering integrated communications services to meet customers objectives
  - Using print when appropriate and most effective to optimize value
  - Understanding how to use and sell digital publishing solutions
- Approach
  - Canon advised investment in cross-media package, combining it with growing web-to-print services, to save print production side of business
  - Canon set-up individual training for customer into cross-media
  - Ongoing support from Canon business consultant to help company attach value to new opportunities and methods of operating
- The Canon solution
  - Canon consultancy; EFI DSF; iPRC7000; iPRC6010; iPR1135; Direct Smile Cross Media Suite





# Those who were before you


## LO Media undertakes digital transformation

### RESULTS

 Move to value-based charging model to increase value for customers while improving revenues

 Change in business mindset to think more holistically when it comes to communications (identifying most effective form of communication for individual projects)

 Won new long-term business contracts  
> Cross media sales bring in approximately 1 million NKR per year (over €100,000)  
Strengthening of print division

 division  
> All print jobs come through web-to-print, which amounts to 5 million NKR per year  
> New products sold through web-to-print stores bring in approximately 1 million NKR per year



**Publishing/Printing Case Study**  
LO Media

## LO Media

### Achievements

Customer demand for digital publishing services is up and, on the back of its extended service offering, LO Media has won profitable long-term contracts worth over 1 million NKR per year (approximately €100,000) from new organisations to support their communications for large events, conventions and major polls.

While the cross-media service is still being fine-tuned, Lars and his team are working hard with Canon to make the transition from charge-based selling to value-based selling. "This approach ensures the buyer feels they're the most important element within the equation. We can offer a broader range of communications and analyse what works best for them, becoming an advisor that has its customers' best interests at heart."

By applying the knowledge we obtained from Canon and from the independent training, we have the capability to offer high quality digital services, and have the vision and patience to think more long-term.

**long-term contracts worth over 1 million NKR per year**

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[canon-europe.com/production-printing-software](http://canon-europe.com/production-printing-software)  
[canon-europe.com/cross-media](http://canon-europe.com/cross-media)



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