



60 Island Street, Lawrence, MA 01840 - Phone: 978.332.5555 - greatreachinc.com

10 Marketing Ideas to Help Printers Prosper in 2015

Take the challenge and be the catalyst for change in 2015. Try at least four of these ideas for six months and see what happens. I'd love to hear your results and get your feedback. We can help you implement several of these if you choose.

1. Print newsletter

Your ability to retain customers has the greatest impact on growing sales. An informative company newsletter is one of the best ways to make that happen. It's long been proven: Skip print, results go down. Use print, results go up. Print is taken seriously and breaks through even where e-media do not. That's why a company newsletter is *critical* for customer retention. It is also effective at creating demand for your services through education and, perhaps most importantly, promoting your brand as a thought leader. Content is king. Produce and distribute one at least every 90 days.

2. Email newsletter

If producing a print newsletter isn't achievable, produce an email version. Opt for less content (375 words max) and follow best practices. Use a third-party secured sender. Add a sign up on your website and post the content to your site as well as social media. Monthly or bi-monthly should be your target distribution frequency. Be mindful, however, that with spam filtering, not all of your emails will reach their intended targets. That's why print should be part of the mix.

3. Start a blog

Google's Hummingbird algorithm likes relevant fresh content. If you're looking for new sources of leads, inbound web traffic represents a great opportunity. Make the content relevant to your audience and the SEO will happen organically. Once a week? Even a monthly update will generate results. Just as important as the SEO benefits, great website content promotes thought leadership which in turn, fosters trust and credibility. Make sure to share your blog out on social media as well. Email me discuss a highly effective LinkedIn idea regarding this.



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4. Social media

Very simple—customers now expect this. They seek to work with tech savvy progressive companies rather than “old school” ones. If you’re not utilizing social media or not updating it consistently, your brand looks bad and you create a competitive disadvantage for your company. Social media allows you to connect with your audience in a more personable manner. This helps foster trust. Your social activities now affect your SEO as well. Don’t ignore this. In addition to the big three (Facebook, Twitter, and LinkedIn), make sure you also have a Google + page for your business. It’s a fact that Google plays favorites. It’s easy to set up.

5. Direct mail

Create a direct mail campaign and distribute it to a targeted list. Use a list source so that you’re reaching out beyond just your in-house lists. Consider rolling this out on a weekly or monthly basis. I have a client that is targeting 200 names per week for two months. The offer is a half-hour lunchtime review of the recipient’s current marketing activities and challenges. The mail package includes a menu from a popular restaurant from which the recipient can select their lunch. A follow-up report is delivered a week later. The company is creating face-to-face interactions with companies and persons they have never had previous contact with. By rolling this out, they have the opportunity to gauge results and refine the offer (A/B testing).

6. Webinars

This is a great way to project your company as an expert and thought leader. If you’re talking about it, it is assumed you know about it! Even non-signups will be influenced by the invite and promotion. Limit these to just 30 minutes. They are easier to produce and more enticing to the recipients than longer Webinars. A quarterly basis would be a great interval. Even twice per year. Subject matter is easy to come up with and develop. Stick to ways you can help them grow or manage their business. Promote to your in-house list via social media and consider an outside list source. It’s a great way to help create demand for many of the marketing services that you may offer.

7. Write a letter

Yes, it’s old school and you don’t see this often, which is one reason why you



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should do it. The other reason is that it's an easy and personable way to help foster trust and credibility. Talk about recent success stories (mini case studies), community and charitable involvement, and other information that is relevant to the recipient such as USPS rate increases or new regulations.

8. Website resources

According to Forrester Research, today's buyers would have gone through up to 90% of their buying journey before they make the first contact with the vendor. Simply put, having up to date, relevant, engaging content (blog) gives you a competitive advantage over those that do not. Having the information reside on your site will also help with SEO. The content can be short. One page is just as effective as three. Create short case studies or mini white papers. Post content from company newsletters. Always share your new content out on social media.

9. Use Twitter

It's a powerful tool for marketing. It requires little content and it's very easy to reach a large targeted audience. It can be an effective way to start conversations and is yet another way to reach people you had no access to in the past. #printchat every Wednesday at 4PM ET is a great source of knowledge for this.

10. Have a Plan

Planning is critical. If you want successful results, you will need to create a plan and commit to executing it. I'm happy to discuss any of this. My company also provides some of the above-mentioned tools on an area-exclusive and cost-effective basis. Daily, I see companies doing some or most of these initiatives. Don't allow your company to be out-marketed.

Regards for a safe and wonderful Holiday Season!

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