



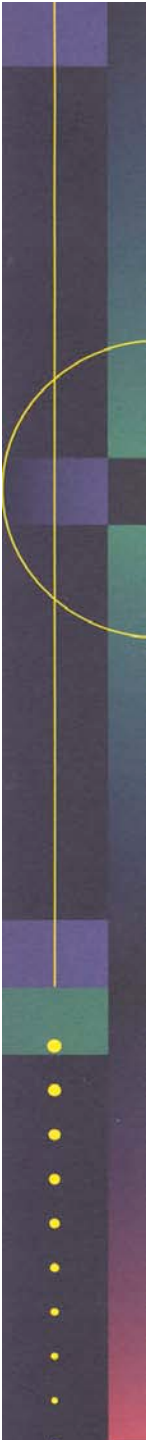
# **Web to Print: Now's the Time to Start Selling!**

**Gail Nickel-Kailing, Principal  
Business Strategies Etc.**



# What We Will Cover Today

- A quick overview of “Web to Print”
- Industry and market trends
- Who uses “Web to Print?”
- WIIFM?
- Benefits for your customer
- How to make it happen
- Sales strategy
- Implementation
- Sources and resources



# Web to Print – A Quick Review



## Web to Print – What it is not!

- **Web to Print has nothing to do with web printing!**
- **Web to Print is not e-mail transfer of files...**
- **Web to Print is not a PDF of a spec sheet on your web site...**
- **Web to Print is not a market or an industry!**
- **Web to Print is not a business model!**



## Web to Print – What is it?

- Web to Print is an enabler, a tool, a process.
- Web to Print enables new value-added services.
- Web to Print is an integral component of the super-efficient print value chain.
- Web to Print is a *service-delivery model*.



# Industry Trends Drive Web to Print

# Enterprise Marketing for 2007

- **Next year's plans:**
  - 62.7% to increase budgets
  - 31.6% expect budgets to remain flat
  - 7.7 will reduce budgets
- **How much?**
  - 31.6% plan increase of >20%
  - 11.5% plan increase of 15-20%
  - 26.4% plan increase of 10-14%
  - 19.6% plan increase of 5-9%
  - 10.9% plan increase of <5%
- **What about print?**
  - 33.6% plan to increase spending on print advertising
  - 19.7% plan to decrease spending on print advertising
  - 46.7% plan no change

Source: BtB – The Magazine for Marketing Strategists, [www.btbonline.com](http://www.btbonline.com)



**Industry Measure says:**

***It's not happening...***

- **No move to sell value, not price**
- **No move to long-term program applications, rather than relying exclusively on static print**
- **No move to a business development (consultative) sell rather than a traditional sell**



## **Web to Print – a non-starter?**

**Graphic arts firms overall are simply not prepared to handle the fundamental industry shifts that are necessary in order to thrive.**

**The actual adoption levels of Web to print are much weaker than expected.**

**Only 6% of print and prepress firms plan to invest in Web-to-print in the next 12 months.**



## The survey says...

- Top business challenges: “pricing” and “growing sales/getting new business”
- 28% of print and prepress firms cite “making our Web site more interactive” as a top sales opportunity
- 21% of print and prepress firms say they offer some kind of new media or non-print services
- The number one type of customer cited by print and prepress firms is “non-profits or local community organizations”



## What *is* happening?

- Print buyers and document owners have embraced web-enabled tools.
- Web to Print solutions can integrate list acquisition and direct mail.
- Web to Print solutions offer multi-channel marketing: e-mail, personalized URLs, micro-sites, and direct mail.
- Service providers deliver web-enabled capabilities via a diversity of business models – software license, hosted applications



# Adoption by Print Service Providers

- **PIA/GATF Survey of W2P Users – Oct. 06**
  - 50% offer branded storefronts
  - 26% offer production portals
- **Industry Measure: W2P solution for office stationery and sales materials**
  - 9% of commercial printers offer
  - 24% of digital printers offer
- **Industry Measure: W2P solution for customizable brochures, newsletters, and follow-up mailers for target marketing**
  - 15% of commercial printers offer
  - 33% of digital printers offer



# Labeling Web to Print

- digital storefront
- e-procurement
- Web-enabled printing
- Web-enabled or online print services
- online literature management
- dynamic publishing
- online order flow system
- online print management
- Internet-driven marketing
- brand management systems



## Web to Print – What does it look like?

- **Storefronts (quick print, catalog or templated) - aimed at commodity printing of things like business cards, postcards, and flyers**
- **Brand management solutions - content posted on the store can include base templates that end users may customize only as much as the provider allows**
- **Production portals - ways for printers to interact with their clients in a more direct fashion for the purpose of initiating JDF job tickets, job delivery, soft proofing and client approval**

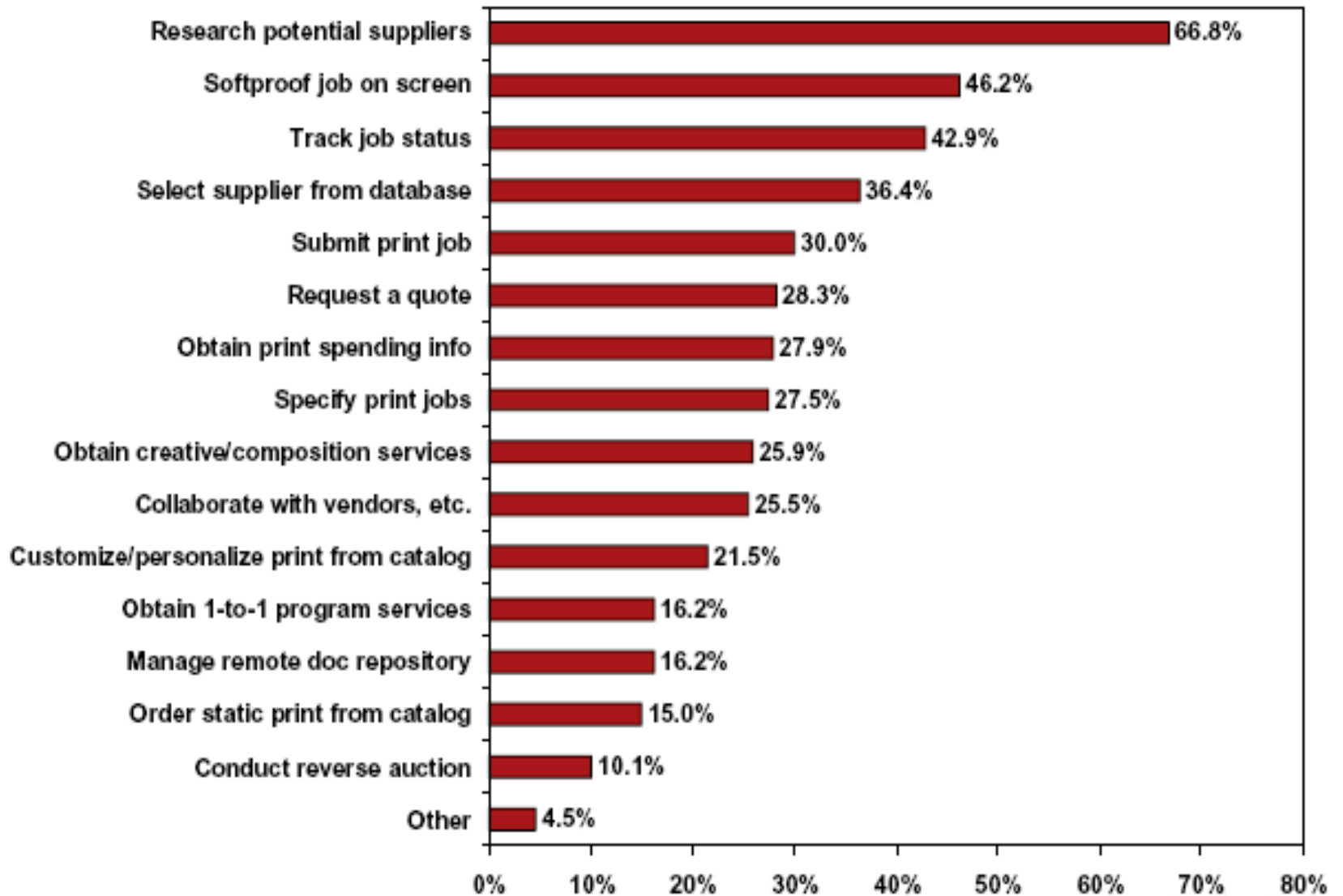


## Web to Print

**>30%**

**The amount of all print that is purchased via Web-enabled tools, according to Frank Romano, professor emeritus of RIT.**

# Use of the Web



Source: InfoTrends, *A Vertical-Market Approach to Document Services in the U.S.*, 2006



# Who Uses Web to Print Solutions?

- **Corporate Enterprises**
  - Print buyers
  - Document owners/users
- **Service providers**
  - Creative/marketing service providers
  - Print service providers
  - Mail/fulfillment service providers
- **Intermediaries**
  - Distributors
  - Print management service providers
  - Brokers



# Why Web to Print?

Everyone wants to know:

**WIIFM?**

(What's in it for me?)

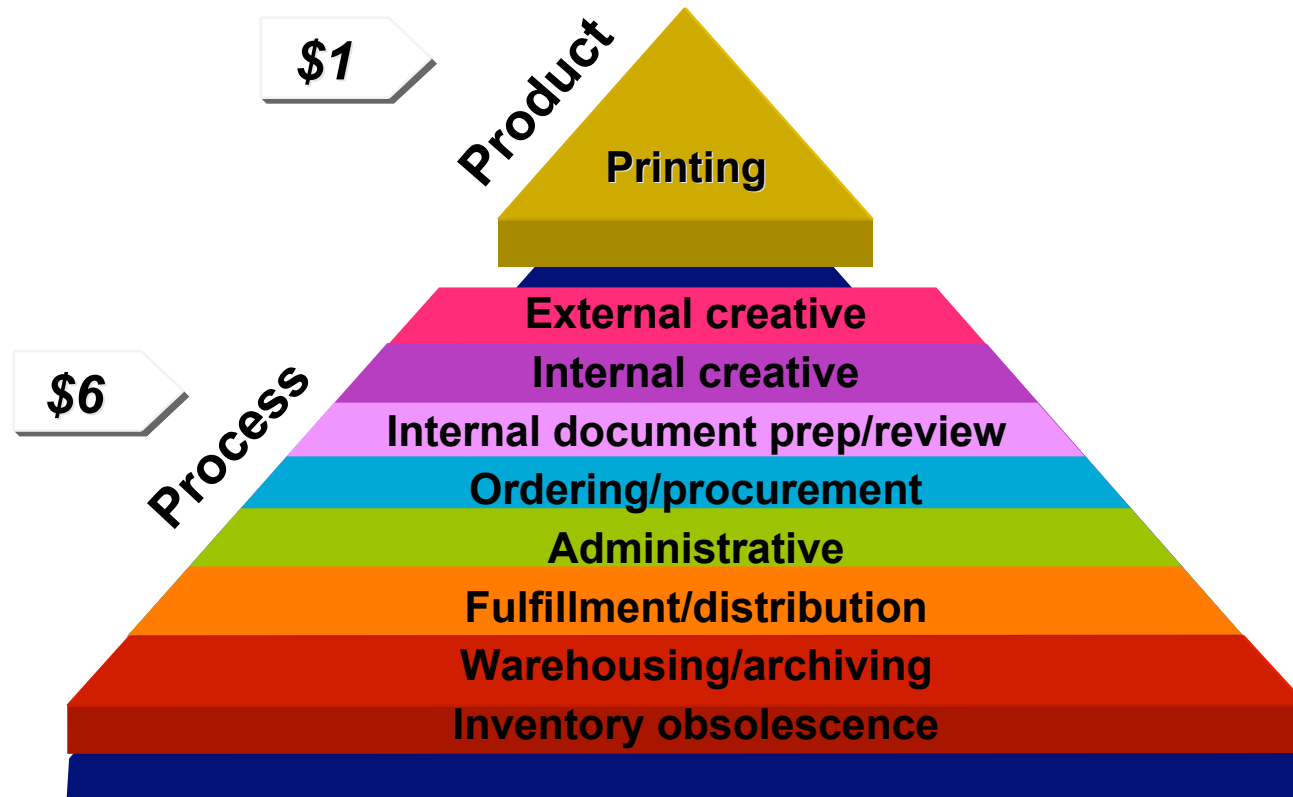


## Don't miss the boat!

**“By the end of 2008, a print shop without a fairly comprehensive web to print program will stand out as much as one without email today.”**

Noel Ward, Editor in Chief, OnDemand Journal

# True Cost of the “Use of Print”



*Average across all applications (manual, report, brochure, sell sheet)*

Source: InfoTrends' *Cost of Business Communications: A Look at the Business Document Lifecycle*



## Common W2P Applications

- Office stationery and business cards
- Direct mail postcards
- Regional market brochures – vary by geography
- Vertical market brochures - health care, finance, travel, etc.
- Newsletters
- 401K statements
- College recruitment brochure or information kits



# How “Personal” Do You Want to Be?

- **Versioning**
  - Adding a salesman’s name to the back of a brochure
  - Changing graphics/message based on a vertical market segment
- **Personalizing**
  - Basic direct mail - inserting name and address fields in a document
- **Customizing**
  - Variable text and graphics driven by conditional logic

# Two Extremes – Shotgun/Rifle



Source: *Personalized Printing*, Frank Romano, RIT, May 2001



# Benefits for Your Customer

Your Value Proposition



## W2P - Benefits for the Buyer

- Saves time with streamlined order or reorder process.
- Faster turnaround of print orders.
- Greater control over print spend.
- Provides brand control and management of style standards.
- Frees up procurement staff for more strategic responsibilities by pushing ordering, modification, and proofing to the desktop.

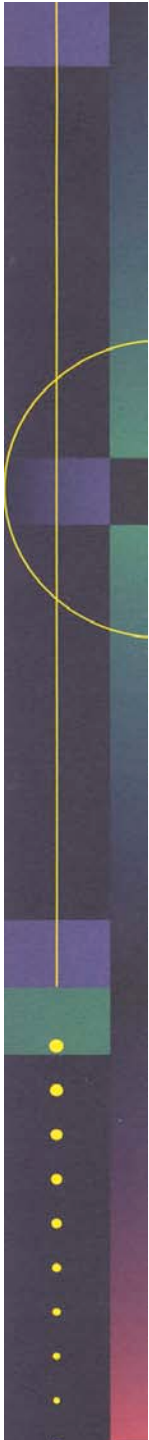
Reduce costs, streamline operations, and increase profitability!



## Your Value Proposition...

### Save Money/Make Money

- **Save money:** store, manage, and deliver assets, content, and documents and make them easy to find and use.
- **Save money:** reduce turn times, know where the money is going, know which marketing pieces are successful and make data and information available.
- **Make money:** create targeted messages, deliver customer-centric marketing pieces, and make it easy to use marketing collateral and programs.



# How to “Make it Happen”



# Know Your Prospect's Business

## What keeps marketing execs up at night?

- 64% - Growing revenue
- 45% - Building my company's brands
- 42% - Aligning marketing with sales
- 38% - Entering new markets/channels
- 33% - Accountability for marketing programs
- 26% - Growing/developing staff
- 22% - Fighting new competitors
- 19% - Integrating an acquisition
- 12% - Moving marketing toward Internet focus
- 12% - Automating marketing function

Source: Red Herring, Second Annual CMO Survey, 2006



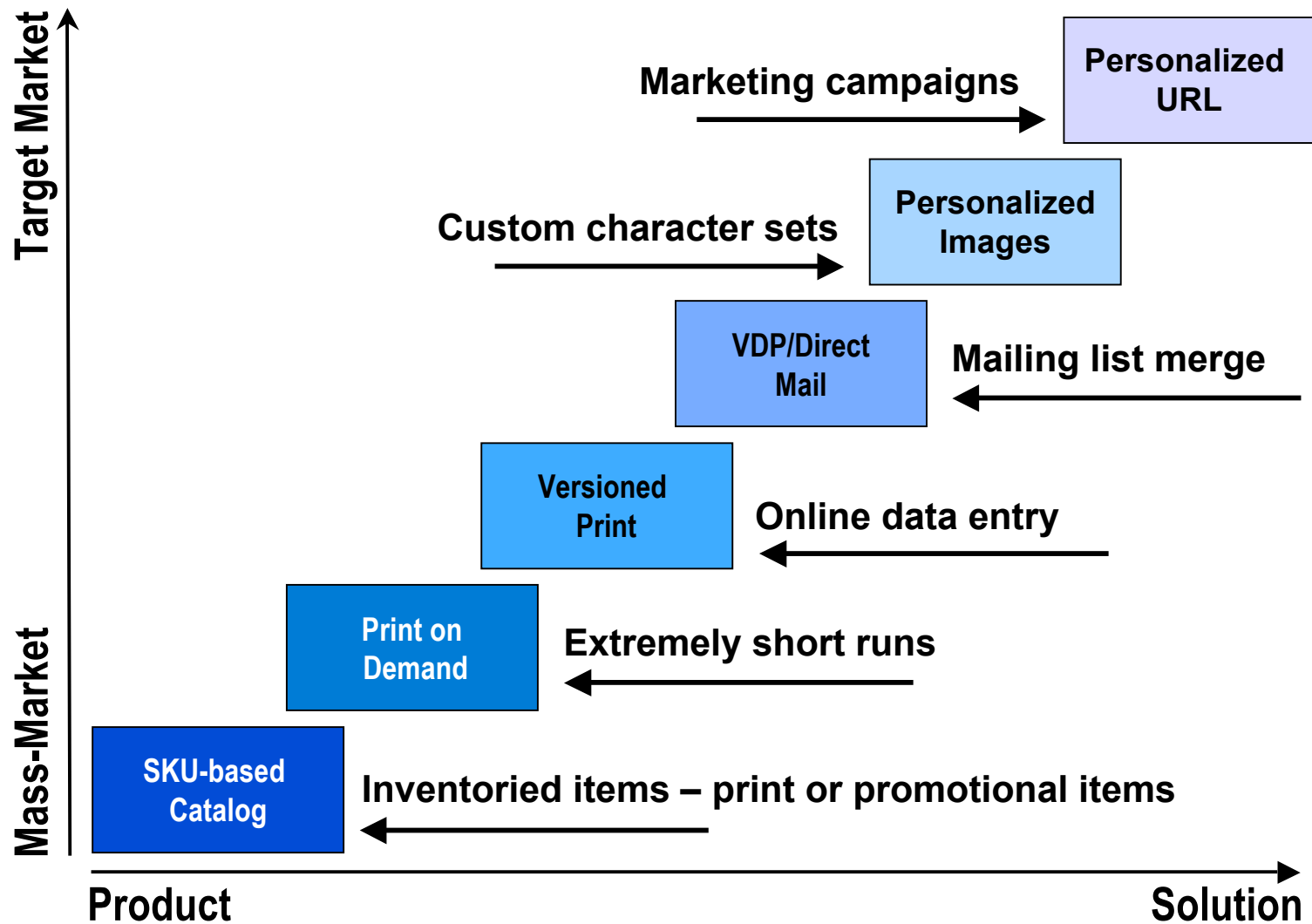
# Ask Your Clients...

- Do you have a decentralized work force or multiple locations?
- Do you have agents, distributors or dealers who want to participate in coop-marketing programs?
- Would you like to reduce your effort to manage your brand?
- Do you maintain an inventory of marketing materials?
- Do you reorder often because of content changes?
- Would you like a single monthly statement at the end of the month that allows charge backs to cost centers?
- Do you manage compliance messages/variable pricing or legal disclaimers?



# Describing Your Service Offering

# Beyond the Catalog



# An Audience of One...



Personalized URL

Personalized Images





# Delivery Model

- **Licensed Software:**
  - Sold to both internal and external print service providers
  - Managed and operated by the customer - takes full responsibility for operations
  - Supplier provides software updates in accordance with a maintenance agreement
- **ASP/Hosted Solutions:**
  - Supplier provides
    - software application
    - hosting services
    - customized implementation and other related services
  - Most offered by subscription, rather than a transaction-based pricing model



# Your Sales Strategy

- **Don't give it away to get print**
  - This is a value-added service, charge for it!
- **Start simple**
  - Template-driven applications are the most popular form of W2P
  - Stationery and static inventory are basic, popular applications
- **Sell to the right person**



## Sell to VITO\*

- Talk to a C-level individual
- Solve a real business problem
- Understand their business challenges
- Show them how W2P will reduce their “total cost of use”
- Find the “Power Spenders”
- Find out if different departments or business units are buying the same types of goods or services from different suppliers or even from the same suppliers.

*Business Strategies Etc.* \* Selling to VITO (The Very Important Top Officer) - Anthony Parinello

# I Will Buy Because...

You:

- Make me look good
  - Make my life easier
  - Save or make me money
  - Save my job/company
  - Challenge me
- 
- Because it's the right thing to do

EDUCATION AT THE SPEED OF BUSINESS

**BIZUCate**

*Business Strategies Etc.*



## **“Spin” doctoring...**

### **Other ways to describe your solution:**

- **Micro-publishing**
- **Vertical marketing solution**
- **Geographic marketing solution**
- **Document library**
- **Document store**
- **Document compliance management**
- **Custom packaging**
- **Channel communication management**



## Prepare your sales team

- This is not a commodity sale:
- Do not sell price!
- Solve the customer's problem (solution sales)
- Take a team approach to the sale
- Lead with Return on Investment (ROI)
- Use the technology to market yourself
- Start with smaller projects and grow into larger sales
- Create a product – don't sell a page



# Implementation

- **Develop a plan**
- **Make sure everything is documented**
- **Progress meetings along the way**
- **Catalog development**
  - Asset collection – images, logos, etc.
  - Template design/business rules development
  - Proof initial design and production
- **Train users or “train the trainers”**
- **Support – FAQs, Help files, etc.**
- **Deployment**
  - Note: leave the launch announcement to them!

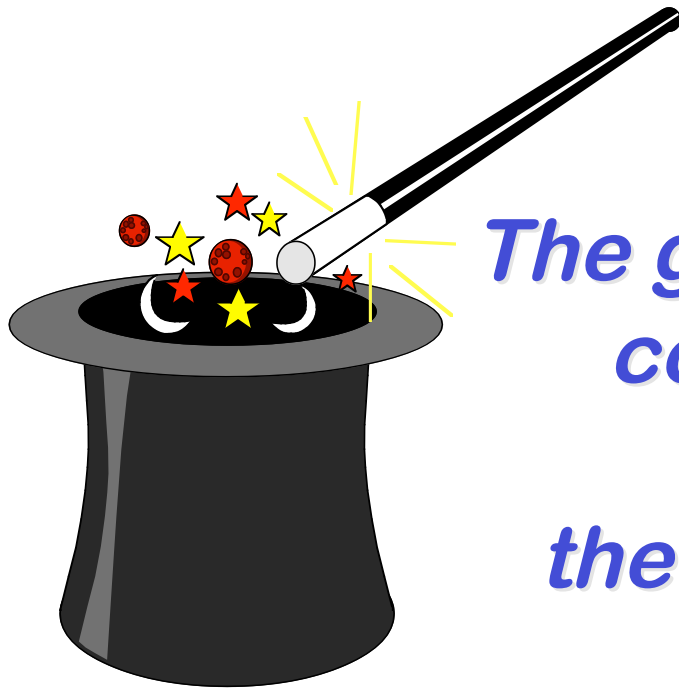


# Success looks like this!

- Improved lifetime value driven by one-to-one interaction with customers
- Individualized direct marketing and automated collateral management and fulfillment
- Service providers who prosper
  - Use the Web
  - Solve customer problems
  - Market, not sell
  - Develop programs, not projects
  - Integrate fulfillment
  - Automate, automate, automate

(Thank you, Frank Romano!)

# Questions?



*The greatest problem in  
communication ...*

*the illusion that it has  
taken place!*

George Bernard Shaw



## Sources/Resources:

- **DMIA Source Hotline -**  
<http://sourcehotline.dmia.org>
- **WhatTheyThink.com**
- **InfoTrends – InfoTrends.com**
- **PODi - PODi.org**
- **The Industry Measure –**  
[www.theindustrymeasure.com](http://www.theindustrymeasure.com)
- **User groups:**
  - DICE
  - Dscoop
  - Vendor-specific user groups
- **Trade publications**
- **Blogs**
- **Google: 283,000 hits for “web to print”**



## Web to Print Solution Providers

- BlueTree Direct
- Direct Smile
- EFI
- ePower Online
- Four51
- Net2Printer, Inc.
- Online Print Solutions (OPS)
- PageDNA
- PageFlex
- Press-sense
- Printable Technologies
- PrintVision
- PrismaTek
- Rochester Software Associates (RSA)
- Saepio
- XMPie



## **Gail Nickel-Kailing, Principal Business Strategies Etc.**

**E-mail: [gail@business-strategies-etc.com](mailto:gail@business-strategies-etc.com)**

**Tel: 425-894-8524**

**Fax: 413-460-3602**

**Skype: Gail\_NK**