



## Marketer's Primer Series: Web-to-Print

### **2. Take advantage of all the capabilities the solution offers.**

You may invest in a Web commerce solution to address a specific issue related to document management, but these solutions are capable of much more. 1:1 printing, personalized URLs, integrated email marketing, social media integration, QR codes, and more. These are powerful tools for creating and monitoring integrated marketing programs. Take advantage of the full range of possibilities they open to you.

Use the capabilities of this technology to maintain tight integration across all of your marketing channels. By creating a common set of design and business rules, you can produce multichannel marketing programs with common branding and messaging quickly and easily. Centralizing the components of your marketing campaign under a single solution not only helps to maintain branding but also minimizes mistakes and saves money.

### **3. Use the tracking and campaign monitoring functions of these solutions.**

Many Web-to-print solutions include “marketing dashboards” that allow you to track the components of the campaigns in a centralized location. You can watch response rates in real time and compare the success of different channels, different lists, and different test groups.

### **4. Think about pricing, not in terms of individual project cost or per-piece cost, but how the entire solution impacts the bottom line.**

A big mistake that marketers make when evaluating Web-to-print is thinking these applications are too expensive. This often occurs because they are thinking too narrowly—about short-term investment rather than long-term gain. Or about the initial outlay and not bottom-line growth.

Consider Tiffin University. The institution switched from 9x12-inch folders with preprinted inserts to slim, highly personalized booklets printed on demand using Web-to-print. By making this switch, the university cut its printing and postage costs by 50%. It sounds counterintuitive to spend more on a per-piece basis and still end up reducing your overall costs, but it happens.

It is only by looking at your business in a holistic sense and understanding how any given solution impacts your bottom line once all costs are taken into account that the true impact can be evaluated. This is where understanding things like total return on investment, cost per lead (rather than cost per piece), and cost per response are so critical.

It's also important to remember that, in some cases, these applications have upfront costs (such as the cost to develop and deploy the portal). Thus, the true ROI has to be determined over time. If a financial company gains 100 new clients through a marketing campaign, it can calculate the ROI of that campaign



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the first month, but the true value of that campaign goes beyond the initial investments. Those clients could stay with the company for years, even a lifetime, which is why you may hear companies talk about lifetime customer value, or LCV.

Quality Lawn Care, for example, produced a customer-generation program that cost \$6,000. Even with a 14.6% response rate and a 27% close rate among those responding, the program mere broke even. But the company also knows that its customers tend to be loyal. Knowing this, it did not look at the short-term revenues as the only measure of success. It looked at lifetime customer value, and with an LCV of \$52,000, the projected ROI was more than 8000%.

This same concept can be applied across all W2P applications. Yes, there is a set-up cost to develop the portal, but it is important to analyze that cost in light of the return.

### **5. Integrate with existing ERP and e-procurement systems, if supported, to take maximum advantage of the cost savings.**

The administrative savings from deploying Web-to-print solutions can be tremendous, even beyond the savings in document management costs. One multi-site manufacturer creating 11,000 orders per month used a Web-to-print system to replace its multiple, disjointed internal ordering methods and saved enough money to reassign four data entry personnel to revenue-generating roles. One telecom and wireless services provider saved 7,500 man-hours per month and \$750,000 in monthly order administrative costs.

### **6. Take a holistic approach to support your investment.**

If you are going to make an investment in a new way of managing documents, extend the commitment with additional changes that support this decision.

Let's look at the example of Disney Destinations, which revamped its marketing collateral to be 100% personalized, generated on demand by CSRs when prospects contact its call center. Along with this change, Disney made some other substantial commitments to support this investment. Among them, it has been following up with prospects who received customized brochures and who did not respond to call or book an event. Having access to the personalized information provided for the brochure makes it easier for the sales person to talk about their current needs. The sales staff also contacts past clients to find out what their current needs are and whether they have any upcoming events.

It is this kind of companywide, strategic initiative that helps Web-to-print succeed. Web-to-print is an important tool, but just as even the most function-rich construction equipment can't build an office building by itself, W2P can't carry the load by itself, either.