



# CHANGING BUSINESS MODELS FOR AN EVOLVING INDUSTRY

To succeed in this evolving print market, printers must combine innovative thinking with the right tools and technology to reach new customers with new products and services.

In this eBook, we look at the opportunities that come from this type of expansion.

We'll discuss each market and provide insight into how one technique – geomarketing – can help printers to succeed in the era of convergence.



# CHANGING BUSINESS MODELS FOR AN EVOLVING INDUSTRY



It's no secret that the print industry has undergone profound changes in the last ten years. Changing communication platforms, shifting business dynamics, and new competitive threats are all impacting printing run lengths and demand for printed products.

Successful printers know that growing their business will require a new approach. These printers are finding new opportunities outside their primary offerings and are expanding into other market segments.

SGIA research shows that a staggering 95 percent<sup>1</sup> of printers believe there is expansion beyond their current primary offering. And 93 percent<sup>1</sup> of printers believe that expansion is happening within the industry as a whole.

Printers need the right resources to help them capture the opportunities that come with this expansion.

locr uses the power of location to enhance the work you do for your clients and reach into new markets. Our services let you incorporate the power of highly personalized maps into a range of printed products – from direct mail to packaging to personalized books.

Read more about how geomarketing adds value – no matter what market you serve.

<sup>1</sup><https://info.sgia.org/hubfs/Landing%20Pages/Reports%20page/Reports/SGIA%20NAPCO%20Segment%20Migration%20Study.pdf>



## THE EXPANDING DIRECT MAIL OPPORTUNITY

Printed direct mail is a logical extension of a printer's business. It leverages many of the skill sets that the printer already has – variable data, digital printing - and puts them to good use.

But achieving success with direct mail requires more than just good quality printing.

### RESEARCH FROM THE US POSTAL SERVICE<sup>2</sup>:

**66%**

of direct mail is opened

**82%**

of direct mail is read for a minute or more

Consumers who have made a purchase in the past 3 months because of the direct mail they received

**40%****+28%**

increase of spending by those who receive direct mail vs. those who don't

of consumers responded to a direct mail piece by shopping online or visiting a store

**56%**

In this era of convergence, printers must add value to the direct mail they create. They must offer their clients not just one direct mail, but a direct mail strategy.

Adding this level of value helps you - and your clients - leverage the opportunity direct mail represents as part of the marketing mix.

2) [https://www.ddprints.com/downloads/infotrends\\_whitepaper\\_march\\_2016.pdf](https://www.ddprints.com/downloads/infotrends_whitepaper_march_2016.pdf)



## PERSONALIZATION IS KEY



Personalization is a critical element in creating successful direct mail campaigns for your clients. But many providers work with clients that don't have sophisticated data to use for direct mail campaigns.

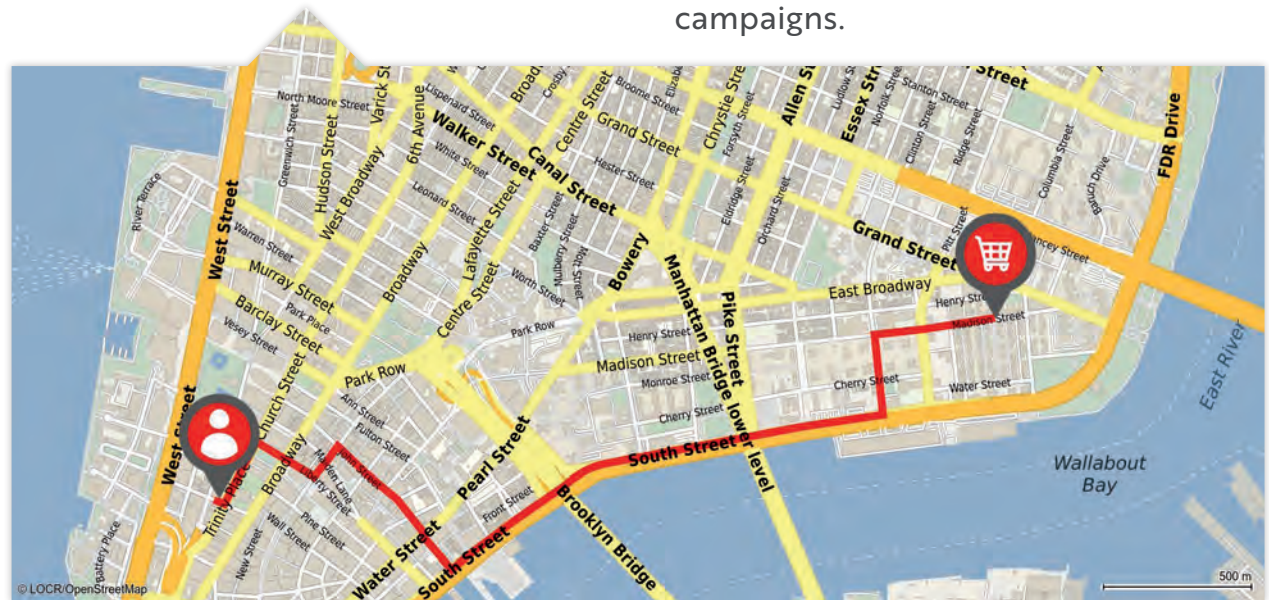
That's where print providers can add value: help your clients use the data they do have to create a personalized direct mail campaign.

locr, for example, lets printers add the value of personalization by simply using the mailing address of prospect you are targeting.

You can use these maps to show your prospect how to get to the location of a business or event.

You can even highlight how many different locations you have within a certain distance from the prospect's home.

Best of all, you can leverage these campaigns to gather more customer information for future marketing campaigns.



## REAL WORLD, REAL MAPS – MCNELLIES RESTAURANT

Here's a case study that shows how easy it is to create a marketing strategy for your clients using direct mail and personalized maps.

Print service provider TPSI worked with a restaurant that had opened a second location in a new part of town.

Because people were so accustomed to going to the first location, they didn't think about going to the second location. In some cases, people were not sure where the new location was.

TPSI created a direct mail campaign that included attractive images of the food and décor. The text described the whole dining experience. Together, the text and images gave the reader the feeling of being at the restaurant.



To further tell the story, the direct mail campaign also included a personalized map that provided directions from the recipient's home address to the location of the new restaurant.

The direct mail also included a \$10 gift card the customer could use towards their next dinner. When customers redeemed the card, they provided more data (name, birthday) that TPSI could use for future marketing.

The direct mail generated a successful 24 percent<sup>3</sup> response rate, establishing a good relationship with the client, and giving TPSI a case study they could use to promote themselves to other restaurants in the area.

3) <https://maps.locr.com/en/download/download-podi-case-study-james-e-mcnellies-restaurant/>



## DIRECT MAIL EXPERTISE IN VERTICAL MARKETS



Print and marketing providers can add value by becoming experts in specific vertical markets.

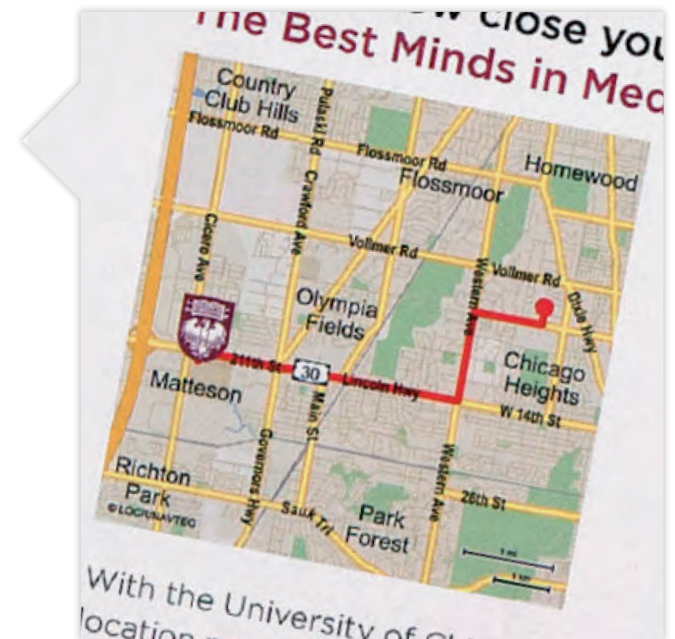
Healthcare, for example, is a vertical market that relies on getting patients to the right location.

Here is an example of a direct mail that was created by a Chicago-based print service provider for the University of Chicago Medical Center.

Each digitally printed mailer includes a personalized map that shows the recipient exactly where the facility is relative to his or her home with a route line.

The campaign generated a 43 percent<sup>4</sup> increase in new patient visits compared with the previous year.

Implementing a campaign for a specific market like healthcare gives you a solid foundation for securing business from other healthcare providers and provides yet another way to grow your business providing direct mail services.



4) <https://maps.locr.com/en/download/podi-case-study-university-of-chicago-medicine/>

## CUSTOMIZATION COMES TO PACKAGING

To grow their business, many providers are considering expanding into packaging – and for a good reason. Packaging is one of the fastest-growing markets in print: research firm Smithers Pira projects double-digit growth in digitally printed packaging over the next five years.

Today's packaging opportunity comes in many forms. There are now more affordable printers that can produce thicker materials like padded envelopes and small boxes. These printers let providers get started in packaging at a relatively low cost.

The next step is to add value to the packaging that you produce.



Growth in e-commerce has changed the consumer's relationship with packaging. No longer just a container to hold the product, packaging is often the first physical connection a customer has with a company.

Research firm Dotcom Distribution surveyed 500 online shoppers to learn how packaging impacts the brand experience. Forty percent<sup>5</sup> of survey respondents said the use of branded or gift-like packaging affects their perception of the company that shipped the item.

The same report found that packaging also plays a role in fostering loyalty. Forty percent of shoppers would be "somewhat more" likely or "much more likely" to purchase from a retailer that offered personalized packaging.

5) <https://www.memjet.com/wp-content/uploads/2018/02/What-Does-Your-Packaging-Say-About-Your-Brand-1.pdf>

## HOW CAN MARKETERS USE THIS KNOWLEDGE?



Therefore, the package must positively represent the brand and create a productive relationship with the consumer.

Adding personalized maps to your package printing services is an excellent way to help your client achieve both goals. A personalized map creates a connection with the recipient of the package.

You can add valuable location-based details that provide more information or sales messages to the consumer.

For example, you could include a personalized map on the package that details the retail locations that are nearest the recipient. Include a coupon or special offer inside the package and inspire them to visit these locations to purchase more products.



Maps can also provide important customer-support information. You can include a map that shows customers where and how to get to their nearest service center for product support.

Adding value to the packaging you produce for your clients strengthens your relationship – and keeps your client coming back for more services.



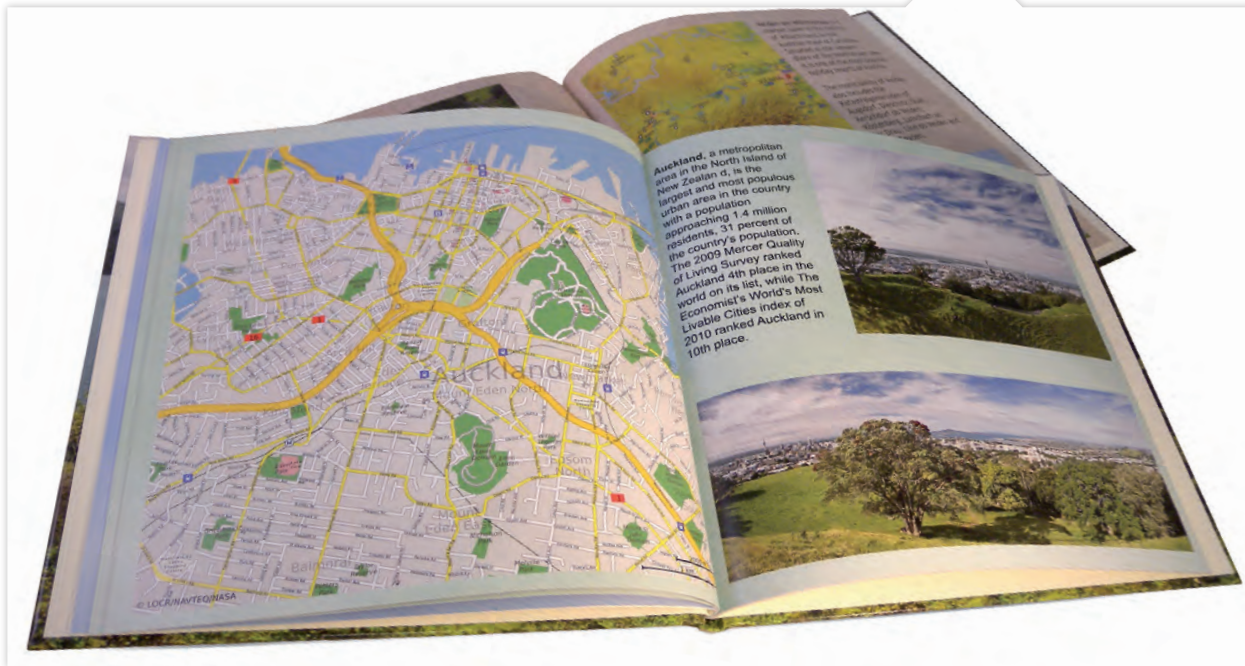
## BOOKS CREATE NEW PRINTING OPPORTUNITIES

Book printing is also creating opportunities for print service providers. The research firm Markets&Research predicts that after years of decline, the publication of printed books will experience moderate growth.

The rising demand for shorter run book printing jobs, combined with digital printing technology, is making it easier for printers of all types to adopt the capability to produce books.

Photobooks are a fast and easy way to move into the book printing market. And you can enhance the value of these photobooks by adding personalized elements like a map.

High quality, unique maps can show customers where their favorite photos were taken. Adding this type of personalized element deepens the emotional connection the reader has with the book and gives the printers a way to differentiate themselves in the competitive photobook market.



## PHOTOBOOK CASE STUDY: CEWE



CEWE, Europe's leading photo book company, uses a range of personalized map styles from locr to enhance the popular travel and holiday-themed photo books they create for their customers.

By integrating with locr, CEWE enabled its customers to include dynamically generated maps in their photo books. Customers can enhance their photobooks with high-quality maps that present a level of quality and detail that is not available with other photo products.

Using the geodata taken from GPS-enabled cameras on a smart-phone, the CEWE solution automatically detects the locations of where the photos were taken.

The customer can see a map of the area around the location and instantly download a high-quality version of the map into their photo book layout. They can select the scale of the map, and choose from different styles of maps suitable for city locations, countryside, and mountains.



## PLANNING FOR THE FUTURE

By combining creative thinking and the right technology, print and marketing service providers have the resources to expand their business into areas they never thought possible.

Think about it: printers can produce new items like textiles, wall coverings, wide format, and even decorative items. Best of all, they can print these items in quantities and with the quality needed to grow into new markets.

And when it comes to adding value to those types of printed goods, locr can help. Our technical services let you use the power of location to enhance your new business opportunities and improve client satisfaction.



## PLANNING FOR THE FUTURE

### THE LOCR API

locr offers an API for those customers who want to bring location into their new areas of business. Using the API from locr, customers can create a unique map instantly and on-demand – specifically designed for the application they are choosing to grow their business.

### PROJECT-BASED SERVICES

locr offers project-based services that let you easily add the value of location to your project. We'll consult with you about what your project is and whom you are targeting and provide insight on how location can be added to your project to give it more impact – and improve client satisfaction.

### APPLICATION PARTNERS

Do you work with one of the leading print industry vendors like HP, Xerox, or EFI ?

If so, you may be able to leverage those partnerships as you expand your markets. Our Cloud-based maps servers have been fully integrated into software platforms of many leading providers.

These embedded solutions work well for regular projects and experienced marketing and print service providers.



## USE GEOMARKETING TO CAPTURE YOUR NEXT OPPORTUNITY

By combining innovation with the right solutions, printers of all sizes are capturing new opportunities in this era of expansion.

locr has helped dozens of printers add value to the communications they create for their clients. We can help you capture your next opportunity, too.

Contact us at **+1-516-449-5154** or email us at **us@locr.com**

**www.locr.com**

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