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Graphic Arts Printing

Welcome to Océ... Welcome to WOW!

Wow is leveraging cross-media marketing to drive response. Today's technologies support cross-media marketing tactics, but it's imperative that service providers learn how to combine data with digital color output to drive action.

RT Associates: Differentiation with a Cross-Media Focus



Bob Radzis
Owner, RT Associates

Established in 1982 as a typesetting firm, RT Associates, Inc. has evolved into a marketing logistics provider in step with the ever-changing marketing needs of its customers. With RT Associates, the entire campaign management process is handled under one roof. The firm helps clients execute all aspects of their marketing campaigns, whether they are print, web, or mobile. RT serves as a strategic partner to its customers, opening unique channels of communication and elevating messaging to a new level of impact. Consistent messaging across multiple channels increases the likelihood of a positive response. RT's one-stop execution makes integrated marketing fast, easy, and effective.

RT was an early innovator with digital print. In 1995, RT Associates invested in its first Agfa Chromapress (serial number 13). While some early investors of digital color struggled with market development, RT Associates was profitable within 6 months of the installation. A year later, the company purchased a second unit.

Since then RT expanded its digital printing capabilities by moving to HP Indigo technology, and adding offset capabilities as well as some large format capabilities. Most recently, RT Associates invested in a Canon imagePRESS® series 7010. Bob Radzis, owner of RT Associates, explains, "We have a number of clients where we provide web-to-print services for their distribution networks. This means small order quantities over the web. The unique 'saddle press' inline booklet-making technology on the Canon imagePRESS 7010 series streamlines our operations."

Differentiation Through an Integrated Campaign Approach

As an early adopter of digital print, RT Associates is also a market leader in cross-media services. Radzis attributes his company's success to its Integrated Campaign Management service offering. He notes, "RT's Integrated Campaign Approach (ICA) uses our tools, technologies, and experiences to help companies develop marketing campaigns that will perform at their best in all critical areas. While the market has heard about a number of B2C cross-media campaigns, the majority of our customers are B2B. Our ICA approach is focused on helping clients understand how to build and cultivate their B2B clientele."

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Questions?

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The ICA process starts with insightful customer analysis of data and enables the client to develop accurately targeted message strategies, choose the right channels of delivery, and implement successful trigger-based campaigns.

The ResponseTrack online toolbox allows B2B marketers to collect valuable, real-time data about prospects to see who is responding and when.



Radzis states, "We quickly learned that in the B2B space, analyzing data to drive the initial campaign and then leveraging our findings to drive follow-on interactions is critical. We partner with a data analytics firm and bring that firm into the process. Data analytics has become a key differentiator for RT Associates. The objective is to help the B2B customer identify the most likely prospects, develop

a cross-channel strategy, and ensure that they are being reached via their preferred channel of communication. The end result for our clients is more customers and enhanced loyalty among existing customers."

Cross-Media Success

According to Radzis, "I believe that our key to success is directly linked to our data-driven focus. We have learned how to leverage the customer's information, continuously optimize it, and provide iterative improvement. This is the deployment of a test-and-learn, test-and-learn, test-and-learn philosophy. Today's companies are wallowing in data, but to be successful, service providers need to learn how to combine data with digital color technology to drive action."



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Download the InfoTrends White Paper:

Data-Driven Marketing... It Requires a Desire to Act!

Give Your Business a Shot of Wow!

Recent economic turmoil, combined with the rise and expansion of new media forms, has accelerated changes in the printing industry. Print service providers (PSPs) are transforming their business models to capitalize on evolving media dynamics. Succeeding in today's market requires an understanding of new technologies, revised sales and marketing strategies, automated workflows, and new skill sets.

In a recent InfoTrends study, "Business Development and Professional Services that Work," print service providers (PSPs) ranked "cross-media marketing" and "online storefronts" within their top five new applications. PSPs get it. That's why they are beginning to use a marketing mix that features cross-media, mobile marketing and social media – in addition to print. Clearly, PSPs are becoming more sophisticated in their go-to-market approaches and paying closer attention to new marketing techniques.

That's why Océ created the Océ Press Go! Business Development Program, designed to provide PSPs with a wide range of tools and training to help grow page volumes and capture profitable new opportunities.

Based on input from Océ customers, the Océ Press Go! Business Development Program offers practical advice, white papers, webinars, workshops, case studies, online forums, videos, and technical/operational guidance.

You will find a robust source of information all on one dedicated portal

- **Marketing Tools:** for promoting your business specialty
- **Case Studies & White Papers:** tailored to your application or industry
- **Webinars:** featuring monthly live insights from industry leaders
- **Production & Operations:** presenting trends, tips and technology for technical staff



Visit www.OceWow.com to: **Download the InfoTrends White Paper: *The Transition From Print Services Provider to a Cross-Media Marketing Services Provider Takes Hold.***

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Cross-Media Services: It Takes Marketing and Business Development Focus

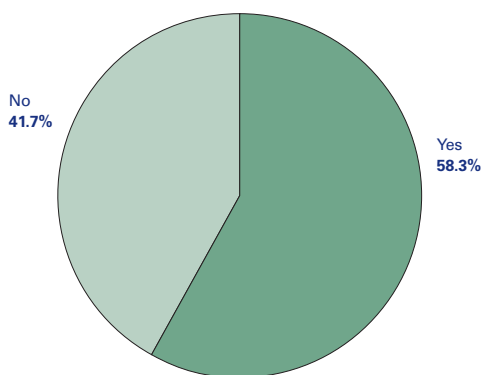
We all know that marketing is about the strategies and tactics you use to identify and cultivate the market for your products/services. The degree of importance can vary based on the industry, but it's hard to think of any businesses that can survive without at least thinking about how to grow demand for what they're selling.

Firms that are successfully delivering cross-media marketing services are investing time and resources to marketing and business development. Savvy executives are pursuing radical new approaches to change up their organizations. They are getting their companies to concentrate on developing new revenue streams from new products and services, while optimizing income from existing lines through innovative marketing and the rapid exploitation of changing customer needs and tastes.

The Facts

InfoTrends just completed a study entitled *The Evolution of the Cross-Media and Marketing Services Provider*. The study surveyed more than 280 print service providers to understand the current state of cross-media and the evolution taking place in the graphic communications market. The first key message is that service providers as a community understand the critical importance of getting into cross-media services. Of the 285 total respondents, 58% are currently offering some level of cross-media services.

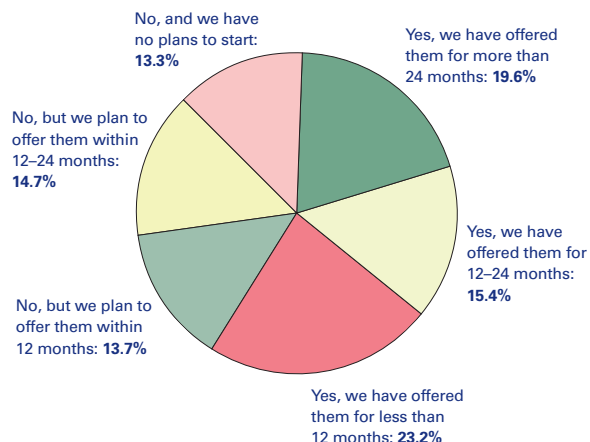
Figure 1: Do you offer cross-media marketing services?



N = 285 Print-for-Pay Respondents
Source: *The Evolution of the Cross-Media and Marketing Services Provider*.

Furthermore, nearly 87% of print-for-pay respondents were either offering services today or had plans to start offering them within the next 24 months.

Figure 2: Nearly 87% of Print-for-Pay Offers or Plan to Offer Cross-Media Marketing Services



N = 285 Print-for-Pay Respondents
Source: *The Evolution of the Cross-Media and Marketing Services Provider*.

These print service providers understand that print is still a very relevant medium, but they have also acknowledged that the communications channel has changed dramatically and altered the role of print. In turn, print service providers must transform. Print used to be the only tool in the box, but now it's just one of many integrated services in the marketing solutions mix. There is clearly a good understanding of the technologies available today to connect print with new media options, so printers can take advantage of all cross-media channels and help customers market smarter with relevant 1:1 content.

Getting There Takes Marketing Focus

Marketing needs to be a core concern in any business. When it comes to running a successful business, marketing is often the cornerstone for driving results. Firms that offer cross-media marketing services were more likely to cite a focus on sales, marketing, and business development when asked to describe their primary area of responsibility. The critical message is that success in cross-media requires leadership with a focus on marketing and new business development.



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The New Value Add Equation.

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Discover the **WOW! FACTOR**

Limitless Possibilities.
Bottom-line Profitability.

The wide-open world of digital printing offers limitless possibilities—from collateral and direct mail to photo applications, from short-run Web-to-print jobs to on-demand book printing and beyond.

But learning how to turn all that opportunity into profit can be challenging. Océ can help you discover ways to manage throughput more efficiently, optimize machine simplicity, price and sell your services appropriately, add social media to your marketing mix, and more. **Wow!**



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