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How Integrated Printing Services Can Lower Your Cost of Customer Acquisition

It's one thing to develop successful methods for getting new customers. It's entirely another to fine-tune those methods so that you lower your cost of customer acquisition. Today, marketers in nearly every industry are challenged to do more with less—to generate better results with smaller budgets. That means marketing initiatives today need to work smarter, not harder. Because there's no budget for high-volume marketing, we must focus on high-quality marketing. That means targeted strategies and high-impact materials.

Teaming up with your full-service printing partner, you can develop streamlined business solutions that lower the costs you incur to gain new customers.

Focus and Targeting

Traditional mass-media one-size-fits-all marketing campaigns may be the standard industry-accepted way to build a customer base, but in today's increasingly competitive world of lean budgets it takes a more focused and targeted approach to get new customers. Here are some tips for delivering even greater results with fewer resources—by increasing the focus and targeting of your campaigns:

- **Use Multiple Media**—Build your sales message strategically through multiple communications and customer touch points. For instance, supplement your web and email communications with a targeted direct mail kit to a carefully selected list. Follow-up with respondents with a consistent and tailored sales collateral package.
- **Create Customized Materials**—Establish a personalized, one-to-one dialogue with your prospects, communicating relevant messages that appeal to each person's individual needs and desires, with highly customized materials.
- **Focus On Core Prospects**—Instead of trying to be the right answer for everyone, use an integrated campaign to thoroughly pursue your best prospects.

Leverage Digital Printing

The improvements in digital printing technologies have armed the marketer with a powerful tool just in time to meet the demands of today's marketing environment. With digital printing, small print quantities are no longer an expensive proposition. Plus, with new variable data printing abilities, marketers are now able to produce pieces customized to each recipient—thereby further increasing the efficacy of the marketing pieces.

- **Print What You Need**—With digital printing, there's no more need to print large volumes of materials to get reasonable per-unit costs.
- **Get Personal**—Customize each piece to engage a one-to-one marketing conversation using variable data technologies by tailoring relevant imagery and messages to each individual reader.

Calculating Return on Investment

Return on investment is critical to measuring the effectiveness of efforts to lower your cost of customer acquisition. When calculating the return, it's important to remember that while your goal is to lower your cost-per-customer, your overall expense may be higher. In other words, if you choose to double your normal budget to produce a more effective, targeted campaign, but



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generate 300% more new customers, your investment has paid off because you have lowered your cost per new customer.

Team Up With Your Printing Partner Early

Be sure to engage your printing partner in the strategic phase of your project, and share your big-picture goals for lowering customer acquisition costs with them. With a business solution-driven approach, your printing partner may be able to offer useful insights into your initiative, and provide you with additional effective ways to meet your need. Make sure your printing partner appreciates that you are relying on their professional expertise, and share a sense of ownership in the project with them—you'll get great results.