

**THIS
TIME
IT'S
GI DIRECT
PERSONAL**

**HOW TO REAP THE REWARDS OF THE
DIGITAL PRINT REVOLUTION**



Up close and personal

Today, digital print is increasingly becoming the obvious choice for customer communications and marketing messages, allowing for a more targeted, personalised and responsive approach.

Our free seminar is dedicated to helping companies like yours unlock the power of variable digital print by demonstrating how the ability to vary both pictures and text in full colour can make your marketing messages even more relevant to your audience.

As the speed of digital print increases and the cost per page drops, one-to-one marketing is now within your reach.

Pragmatic approach

However clever digital technology is, if you feed it with poor information, it can never deliver the right result for you. The starting point in reaching the right audience is to understand:

- Which customers are increasing in value and which are diminishing?
- What the cost is for recruiting a customer compared with the likelihood of remaining loyal?
- How insights gained through customer analysis can build compelling offers for your different target groups?
- Which variable messages and images appeal to your customers' distinct profiles?

Behavioural insights, trend analysis and interpretation of your sales data enable you to influence customer behaviour by developing targeted and personalised campaigns. This has been found to uplift response, open rates and profitability, as well as reducing churn and increasing loyalty and brand equity.



The future is now

The success of colour digital variable printing lies in its ability to deliver truly personalised one-to-one communications in a way that no other media can.

Digital printing is the next logical step in effective marketing:

- Increase response rates over static/offset mailings
- Have multi-branded mail pieces in the same print run
- Add inserts for cross-selling purposes
- Benefit from shorter lead times
- Reduce operational costs and waste

Benefits of attending

- Listen to case studies that show how, by varying images, messaging, offers and copy in a single print run, companies can engage customers and make them feel valued
- Learn how digital print can reduce your campaign volumes and retain customers
- Discover why digital print has to be measured on cost per response, not cost per item
- Witness customer profiling and see it physically translated into a communication
- Discover how the analysis and interpretation of your sales data enables you to influence customer behaviour and reduce attrition and churn
- Find out about the 'transpromo' opportunities – documents that include a promotional, up-sell or cross-sell message, alongside essential transactional or financial information
- Experience live full colour digital printing with each part of the process explained as you walk down the production line



Seminar agenda

- Making the most of your data to help you develop long-term relationships with your customers
- Data health checks and hygiene screening
- One-to-one marketing that interacts with your customers based on their preferences and spending patterns
- Transpromo that generates additional revenue by selling advertising space
- Creative formats that stand out on a crowded doormat
- Green marketing – learn how to offset your carbon emissions, make your publication CarbonNeutral® and use paper from sustainable sources

Who should attend?


- Marketing Managers/Account Managers handling direct mail campaigns
- Creative Directors/Graphic Designers searching for innovative formats
- Project Managers responsible for managing direct mail campaigns
- Print Buyers responsible for procuring print
- Direct marketing agencies

Venue

The seminar is held at our head office in Leicester – a short distance from junction 21A of the M1 or a 10 minute journey from Leicester train station which serves London, Sheffield, Derby and Nottingham. The office is a 30 minute drive from East Midlands Airport. Transfers and directions are available on request.

**“Very well organised and very informative.
A good range of topics discussed and in
good detail”** 

**“The seminar was really informative and
gave me a great and beneficial insight
into digital print and how it could be
useful to Next”** 

**“I felt the seminar was up-to-date, relevant
and the case studies really strengthened
the need for personalised print”** 

**To register call 01162 327 1711
or visit www.gi-solutionsgroup.com/seminars**

