Markomi

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Marketing Automation for Print Companies

A guide for Print companies that want to sell Campaign Management to their customers.

a service provided by

KONICA MINOLTA

Introduction

As the print industry remains under pressure, it's crucial for print companies to offer services that compliment print, but that also deliver additional value to the customer.

Campaign Management offers an opportunity for print companies to sell new services and increase the number of print jobs delivered to their customers. This in turn, leads to longer-term relationships that are not purely based on being able to offer the best price.

Print companies can manage their client campaigns in marketing automation tools, setting up the campaigns and assets and managing the customer's data.

This guide offers information to print companies considering offering Markomi (the marketing automation solution from Konica Minolta) to their customers. It outlines the benefits they can expect to see, and offers advice on how to promote this kind of service.

For more information about pricing and projected income for print companies, please get in touch.

What is Campaign Management and Marketing Automation?

Campaign Management involves working with campaigns that have one or more outreach channels, such as digital or print. When a company is running several marketing activities, campaign management can become cumbersome for the marketer.

Marketing Automation is a software solution that helps to automate marketing processes related to generating leads, and then nurturing those leads.

Non-automated process example:

1

Consumer navigates to a URL to complete a form to get a special offer

2

The form goes to a database or an individual email and awaits follow up

3

Consumer details get added to an email list and the person is emailed marketing information

4

This list is re-used until people unsubscribe or leave their company
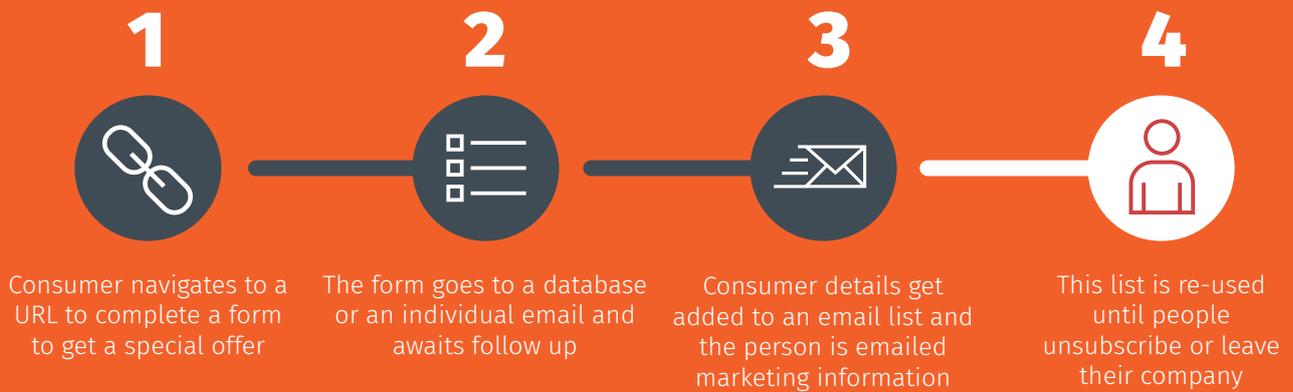
In the automated process, all of this happens automatically each time someone responds to the first step. This reduces workload on the marketing team, and ensures effective multi-channel marketing drives regular lead generation.

Automated process example:

1

Consumer navigates to a URL (via print or digital) to complete a form to get a special offer

2

Is offered opportunity to share on social media

3

Gets immediate confirmation and voucher delivery

4

Gets immediate thank you when voucher redeemed at checkout/till

5

Gets follow up email in 3 days to encourage second purchase based on product purchased with voucher

6

Receives postcard reinforcing email

7

Gets next email in 10 days to encourage them to sign up for another offer

Why would your customers need help?

Customers need help with Marketing Automation because it requires resources and marketing knowledge, as well as the fact it takes a little while to set up, templates need creating and the database needs managing. They may also need a print partner to produce the printed items from the campaigns, if they don't already have one in place.

They may also want some support resource to handle questions from their internal users, as well as advice on what campaigns to run to achieve certain outcomes.

Why is Markomi different?

Existing marketing automation solutions are complicated

When marketers look to automate campaign management, up until now the tools available have acted more like toolkits than out of the box applications.

With other marketing automation solutions, campaign workflows need designing from the ground up, the logic to make them work needs to be defined and only then are the campaigns set up in the application. In addition, many of them don't include print in their workflows.

Because of this, most marketing automation solutions are complicated to use, and rely on technical resources and consultants to maximise the return from the investment in the software and to use it to its full capacity.

Markomi is easy to use and quick to set up

Markomi has been designed to be very easy to use, even for the most non-technical user, and campaign workflows are already defined. Meaning end customers can be up and running on Markomi in less than a week.

This creates a huge opportunity for print companies, as they don't need to be campaign experts in order to provide this additional valued service to their customers. As campaigns are pre-defined, print companies just need to know how to use the application to upload data, select campaigns and overlay artwork.

Markomi does the rest.

Getting started on Markomi

1   Create an account for your customer

2   Choose the campaigns to run

3   Overlay artwork over the chosen campaigns

4   Upload your customer's database

5   Start the campaign

Campaigns can be managed by the end customer, or by their print company. This makes it possible for print companies to increase their value to the customer.

What companies does it work well for?

Markomi is particularly suited for the following types of business:

- Franchises
- SMEs
- Hospitality and leisure
- Small retail outlets
- Utilities Companies
- Membership organisations

Essentially its for small business or organisations where a central head office location needs to manage campaigns across a wide variety of user locations and skill sets. I.e. where it may not be marketers managing and deploying the campaigns, but local employees.

What benefits do print companies see from Marketing Automation?

For print companies, managing campaigns for their customers has a lot of benefits. Not only is it low investment and easy-to-use, it can generate new more profitable business via multi-channel campaigns, and increased print volumes.

More importantly it creates a "stickiness" between the print company and the marketing team, making it more difficult to move the print to other providers through a greater demonstration of value to the customer.

What benefits would your customers see?

Customers will experience a streamlined campaign management experience, typically more campaigns are launched and with less manual intervention required, leads don't get missed and the marketing team can focus on other tasks.

Smaller businesses without dedicated marketing resource will be able to run best practice campaigns improving their competitive position.
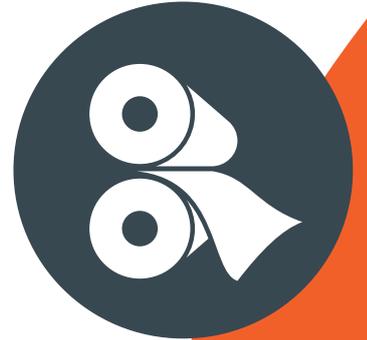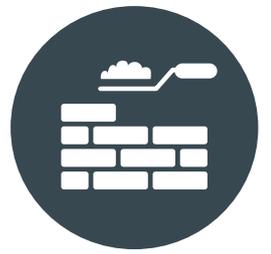
Summary

Markomi is easy to get started with, is available via Pay-per-use and is a low risk, Cross-media platform.

Only with Markomi do you get:

a. An easy to use portal with pre-designed campaigns
b. One-click deployment of campaigns to dealers or subsidiaries of his customer
c. Full statistics on active campaigns
d. Strong tools for data collection
e. Low cost and high flexibility marketing campaigns

Want to know more? Visit www.markomi.com

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