Get higher-value ROI from color

Now even the largest of jobs can be highly targeted with HP PageWide Web Press

Talk to me

Sally Sample
has never had it so good

Now you can talk to Sally Sample with true relevance, even on the largest, full color runs.

And however you need to customize, segment, and target for your customers, you'll do it faster, easier, and at the best rates using the latest HP PageWide Web Press.

Results? Bigger impact, improved response rates, deeper relationships and more profitable results.

To really hold Sally Sample's attention as a true individual, talk to us!

Your HP PageWide Web Press team

10 Benefits

Benefits
right across your business

Communicating in color with targeted, relevant direct mail, marketing collateral and transpromo gives you a game-changing asset.

Build deeper relationships
Use customer data more effectively and increase open rates, read rates and response rates. Studies from the DMA and others demonstrate that relevant communication is remembered!

Bring ideas to life
It's not just personalization that gets results! Segment and target based on location or season to create relevance. Coupled with our wide variety of substrates and finishing solutions we bring oxygen to inventive minds and enable new creative opportunities.

Drive quality higher
Reliable color quality at full press speed means a faster turnaround that delivers results — in customers' eyes — as good as offset quality.

Color
makes a difference

Communication that includes company brand colors promotes a connection to customers' recollection of the brand; without color the communication's power is weaker.

Maximize the contribution of creative
The right creative can increase the impact of the marketing effort by making the offer compelling, clear and easy to act on. Color and targeting are the most important creative tools. Color plays an important role in getting that mail opened, read enough to understand the offer, and acted on — now!

For direct mail and mailed collateral, start with a good list
Direct mail can be broken down into three states: 40% is the list, 40% is the offer, and 20% is the creative. Make sure the list is filled with people your customer wants to reach, who can buy their product or service, or who have bought their product or service in the past. By using color to promote their offer directly you encourage more people to open and read the mailer.

Even when you are not mailing the offer, but making it via in-store marketing collateral, the offer and creative are more encouraging in color. You should see significantly higher response rates and ultimately, a more effective marketing campaign.

Make lists and supporting collateral reinforce the offers
When color is used appropriately to reinforce an offer designed for a segment of your customer's list, it maximizes response. The more you target the application of color, the better you can anticipate what the response will be.

For example:

Let's say you are attempting to generate a financial services lead. If the offer is for a research report, you can personalize it by offering each reader a different report depending on which trade publication they prefer. Then, to highlight this personalization, you can feature a color image on the front of the report relevant to the reader as well as an image on the front of the envelope. This will help draw attention to the offer and encourage a response.

More than just color

Difference

Segment
to sell

Most homes around the world are recipients of some type of marketing mail. Some type of data is used on every type of customer-facing communication, including essential mail and marketing offers.

Privacy around the world
No one disputes the need to use data to create effective communication. Questions emerge in relation to the mining of that data for the purposes of marketing additional products and services to captive customers. Once considered a completely acceptable approach, today many marketers are concerned about the practice— don't be, just keep it simple.

Implications
If the plan is to use response metrics from a direct mail marketing campaign to capture the data, time and date of the interaction, or even the path through the website someone takes, check the local rules. Many have changed around the world in the last year. If you are permitted to use these metrics they can play a large part in identifying the success of campaigns, what captured attention, and what just did not work. Learning how to read the metrics will be critical to success.

Some ideas for safe direct mail marketing
Seasonal changes, holidays, and events are just some of the data points that marketers can use to create relevant marketing messages. Even information derived from post codes is allowed in most countries. At the most basic level, regardless of the products to be marketed, a product or service owner should be able to create marketing campaigns that resonate with the targets of the marketing activity and generate responses.

It can be a differentiator!

For example:

Even if census or national statistical data is not available you can generally learn more by identifying characteristics of neighborhoods. Is there a marina, a golf course, a hiking trail or sports field close by? Is the post code populated with high-density housing or single-family dwellings? How are the schools? All of this type of information can provide insights for a marketer who is looking to create differentiated mailings without violating anyone's personal privacy.

Explore
the possibilities

Here are just some of the many ways you can achieve the maximum impact and raise the response you get back.

Statements that stand out

Because you can give relevant detail to each customer. Color graphs, pie charts, and sliding scales are best practice tools for communicating quickly with the audience and reinforcing the message. Documents engineered with color deliver heightened engagement.

For things like -

• Benefit statements
• Giving statements
• Portfolio updates
• Color directional maps

Targeted messaging depends on where the customer is in their buying cycle — upsell, cross sell, retention, third-party advertising, and community messages — all variable and timely.

Customized

All text is variable! No need for overprinting on pre-printed shells. Print everything in a single pass.

Sums quoted on the offers are personalized, based on each customer's account details.

Offers that match customers' interests and buying habits.

Flag overdue accounts so they are noticed as a negative and require payment immediately.

No more preprints required — multiple stocks as well as third-party logos can now be built on the fly.

Relevant

Mailers have long been a great vehicle for a variety of applications including acquisition, retention, web drivers, brand awareness and lead generation.

A Dynamic Variable Data Print (VDP) example

Because you can make every point personally relevant.

We know that personalization and relevant messaging make a difference. The effort involved to create the relevant message can be easier than you might think. Here is an example of a mailer with VDP principles applied — see a dynamic version based on available data.

Greeting messages relevant to the customer's time in life.

Vibrant, personalized graphics based entirely around individual customer data.
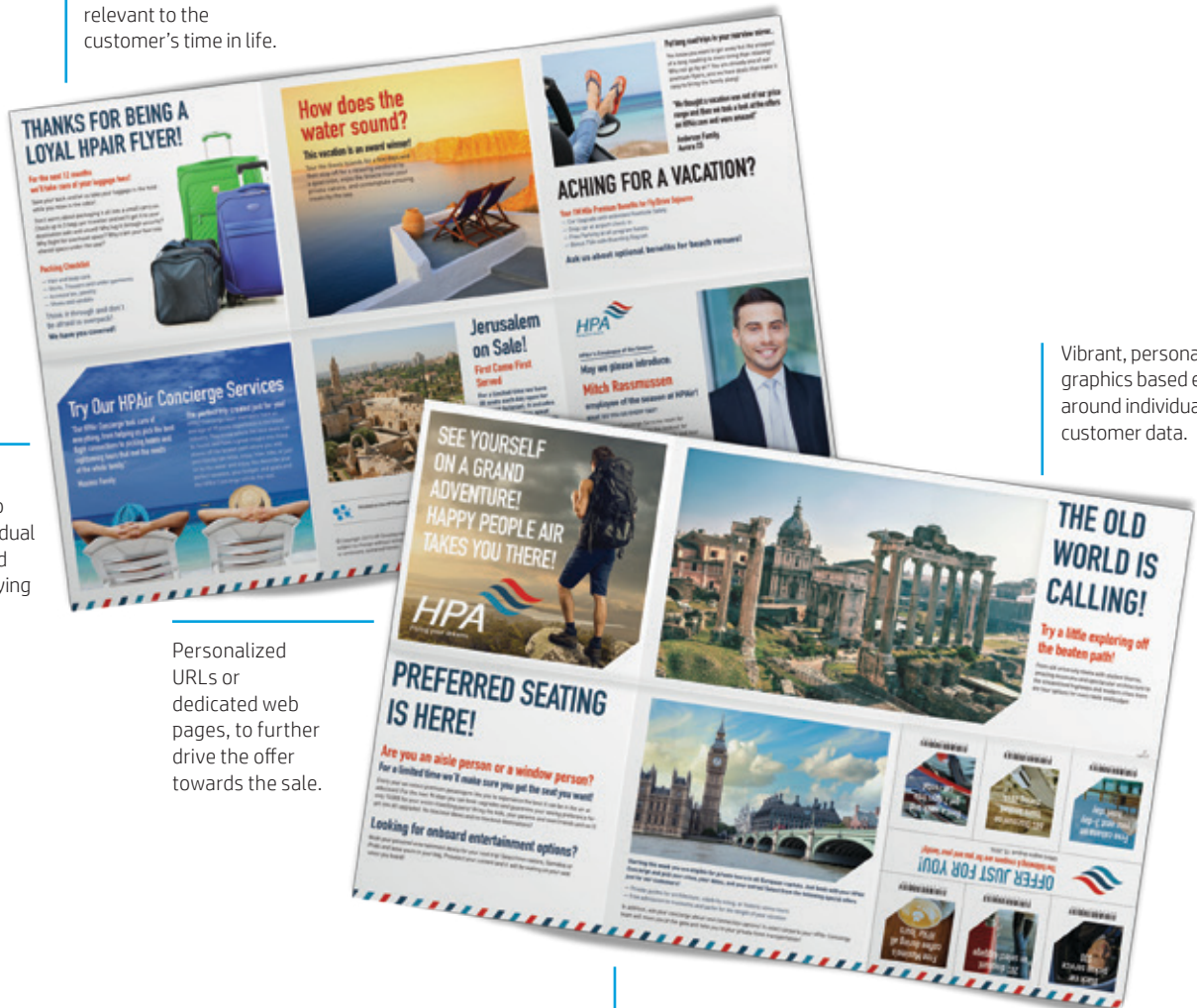
Adapt offers and prices to match individual interests and previous buying patterns.

Personalized URLs or dedicated web pages, to further drive the offer towards the sale.

Hotel imagery that reflects previous bookings.

Variable vouchers dependant on the customer's previous spending habits.

Target

On demand/trigger mailing

Because you can match customers' preferences.

Using VDP, marketers are able to respond immediately. No press time wait for pre-printed shells to be imprinted. Printing in one step versus two steps is a great advantage when speed to market is critical.

Personalization via first name, as well as interests — variable color enhances the message as well as recognizes the customer by gender, for example.

Adapt offers and prices to match individual interests and previous buying patterns.

Tailor the messages to suit customer demographics.

Marketing

The production of marketing collateral is important in any business marketing communication plan — to enhance the brand and drive sales.

Marketing collateral

Marketing collateral supports the sales of products and services by providing informational and educational content to prospects and customers. They may be sales aids or post-sale pieces that make using the product or service easier to use and more effective.

For things like -

- Sales collateral
- Point of sale brochures
- Instruction and education brochures
- Versioned catalogs
- Flyers
- Posters

The role of marketing collateral is to provide detailed information on the products and services as a part of both pre-sale and post-sale activities. In some cases the marketing collateral includes training material and instructions, while at other times it provides guidance on implementing the product or service in the customer environments. In all cases the collateral is a key part of the brand vision providing a tangible set of tools for communicating to prospects and customers.

Collateral

Product differentiation

Market segmentation and a corresponding product differentiation strategy can give a firm commercial advantage.

The use of segmentation to inform marketing campaigns is gaining a new set of followers as authorities in many countries add new legislation that changes the rules about the types of data that can be collected and used by marketers, both with existing customers and prospects. As a strategy, market segmentation uses broad demographic, psychographic or cyclical events to target broad subsets of potential and current customers with relevant offers for goods and services. Those criteria are then used to inform the design and implementation of segmented campaigns.

Tailor the messages to suit customer demographics. The inclusion of maps to help with store promotion and sales.

Value offers to drive customers to the location.

Adapt offers and prices to match individual interests and previous buying patterns.

Results

Marketers have learned that relevant offers, to the best targeted audience, at the right time, speaking to consumers with their lifestyle priorities, with both copy and graphics, hitting home all relevant benefits, make for a winning strategy.

Analytic driven

Because tailored information grabs and holds customers' attention.

For things like -

- Retention programs
- Customer life cycle
- Previous purchase
- Suggestive selling

Change headlines to suit business type.

URL and call to action personalized to each customer. Building the relationship through other channels.

Drive new business through customer friends and family .

Store details and a "how to get there" map personalized for geographical location.

Designing
for inkjet

Some handy tips to help you get the best from our state-of-the-art digital print technology.

1. Use typefaces designed for digital. They will scale appropriately wherever they are used in your printed material.

2. Test type sizes for readability. Some typefaces may be hard to see at small sizes. We can print type sizes as small as 2 point.

3. Black type should be pure black and not composite or rich black. HP black has the highest black optical density so you do not need to add cyan or magenta. This makes it more economical.

4. Use vector graphics for logos, line art and graphs. These enable the HP PageWide Web Press to deliver the smoothest lines and even tones.

5. For best results always pre-convert spot colors to CYMK values or PANTONE® specification.

6. If your files contain RGB images, let the RIP convert the image for print. This delivers the best quality.

7. Eliminate any unnecessary transparency in images and other graphic objects. Why? Transparency makes the RIP work harder!

8. To ensure cleaner, crisper images use ones that are at least 300 dpi; 600 dpi is recommended if the image contains text.

9. Avoid converting files multiple times as this can impact the image quality. Where possible, standardize on image file formats and resolutions.

10. Aim for design templates that avoid saturated printed background colors as these soak the page in ink adding to costs for ink and drying.

Customized Relevant Target Results

⌄

Value

We want to help

Our experienced HP team is here to consult with you from beginning to end to ensure the successful execution of your vision. Our data team was hand picked to provide you experience in a wide variety of expertise from both an agency and production perspective. Whether your needs include pre-concept review, data and asset review, or graphic design considerations — we are here to advise and ensure the path to successful campaign execution.

Innovate. Motivate. Captivate.

Variable data printing can deliver on many of the goals marketers have. We are here to help you innovate, motivate and captivate customers to better increase value ROI in the campaign strategy — we are more than just color. Our team is ready to engage with you anywhere in the project life cycle and offer assistance with any part of the campaign.

Our work page

Ask to see our print samples for quality of print and level of personalization for yourself. Here are a selection of samples produced on an HP PageWide Web Press.

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4AA4-4163ENW, February 2016