Successful Sales Strategies for Increasing Digital Print Revenues

Customer's Canvas
by Aurigma

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Starting up a business in a new, unoccupied market can be quite risky. If you fail to analyze the market correctly, you lose your money. On the other hand, if the niche is chosen correctly, you can enjoy the status of the first guy in the village and have some time in reserve before someone else decides to join you in this niche as a competitor.

However, in a well-developed market – and the printing industry certainly falls into this category – competition is the most important factor that must be constantly considered. Economic theory tells us that as competition grows, the profitability of a business declines. Among other things, this decline in profitability is due to necessary price cuts that competition demands. Therefore, one of the main challenges for a printing company is how to increase the profitability of their business when there are plenty of other fish in the sea competing for their customers. As with many other areas of business, technology can address this challenge. In printing's case, it's web-to-print technology to the rescue.

The task of increasing profitability can be broken down into three main components:

a. Attract more incoming leads;

b. Increase the conversion of these leads;

c. Transform one-time buyers into repeat customers.

Let's take a look at how W2P technologies can help address each of these subtasks.

Attracting more incoming leads

Generating sales through a website should be a tool in the arsenal of any printing company in our time. This is a convenient and often preferred way for customers to make their purchases. They have access to a 24-hour showcase of printed products and the freedom to order any of these without getting up from the couch. If you still do not use this channel to sell your products, then it's time to seriously consider rethinking your approach to this opportunity. There is a high probability that your competitors are already selling through websites and snapping up your potential customers.

If you're already selling your products through a website, make sure that it does not rely on an outdated technology like Flash. It is important that product personalization works not only on desktop computers, but also with mobile devices, as most photos that customers would like to incorporate into personalized designs are taken with their smartphone cameras. It is also necessary to use an online web-to-print editor that works with HTML5. Such editors, like Customer's Canvas, have an interface tailored for use on mobile devices.

Increasing conversion rates

Leading a potential customer to your site is only half the battle. It would be really nice if they also ordered something from you, too. One of the most effective ways to increase the probability of a purchase is making well-designed professional design templates available to your site's visitors. Not all potential buyers have good graphic design skills, so it is useful to do most of the work for them by preparing some attractive designs for them in advance. The buyer only needs to upload their photos, personalize the texts, and they get an excellent product that they will be proud to use, or a beautiful gift for someone close to them.

The more unique templates you have in your library and the more options you provide your customers with, the more likely they will find something suitable for themselves and will be satisfied with the final design. Of course, this in turn increases the likelihood that an order will be placed with your company.

Acquiring repeat business

After the buyer makes a purchase, they get not only the product, but also an impression of how it is to do business with you. You make first contact with someone who could potentially order something else in the future and become a repeat buyer. The good thing about repeat customers is that you do not have to spend a lot of marketing dollars in order to attract them. They already know you and are hopefully satisfied with your work. Spending less on marketing means that you can increase the margin of their next purchase.

It's a good practice to contact your previous customers from time to time, hoping for a new order. Web-to-print technologies can also help you do this. Some online editors, Customer's Canvas for example, are able to automatically generate related products with the design elements used in a previous purchase. For example, when a customer is buying a T-shirt, you can also show them what their photos will look like on a mug.

Also, some techniques for re-engaging customers involve information from previous orders. Customer's Canvas has the functionality to integrate into your e-commerce system, which allows you to download order information and use it for further interactions with the customer. For example, you can find out if the user has uploaded their photos, and in a personalized email newsletter, mention that they can buy another product with the image on it. With access to information about the order, the list of possible marketing techniques is limited only by the imagination of your marketing department.

Conclusion

To summarize, it can be confidently stated that the increase in printing companies' revenue in a highly competitive environment largely depends on how successfully it can master modern web-to-print technologies. After all, in addition to helping attract customers, W2P technologies can speed up the processing of orders, which makes it possible to process more orders with the same resources. It's also worth remembering that if you do not implement modern technologies in your business, this does not mean your competitors will do the same, and you will not get any sort of advantage from opting out.