

CloudLab Customer Conference > Business Area

Successful Marketing for Closed Shops

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Successful Marketing for Closed Shops

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- 2.4 Sales strategy

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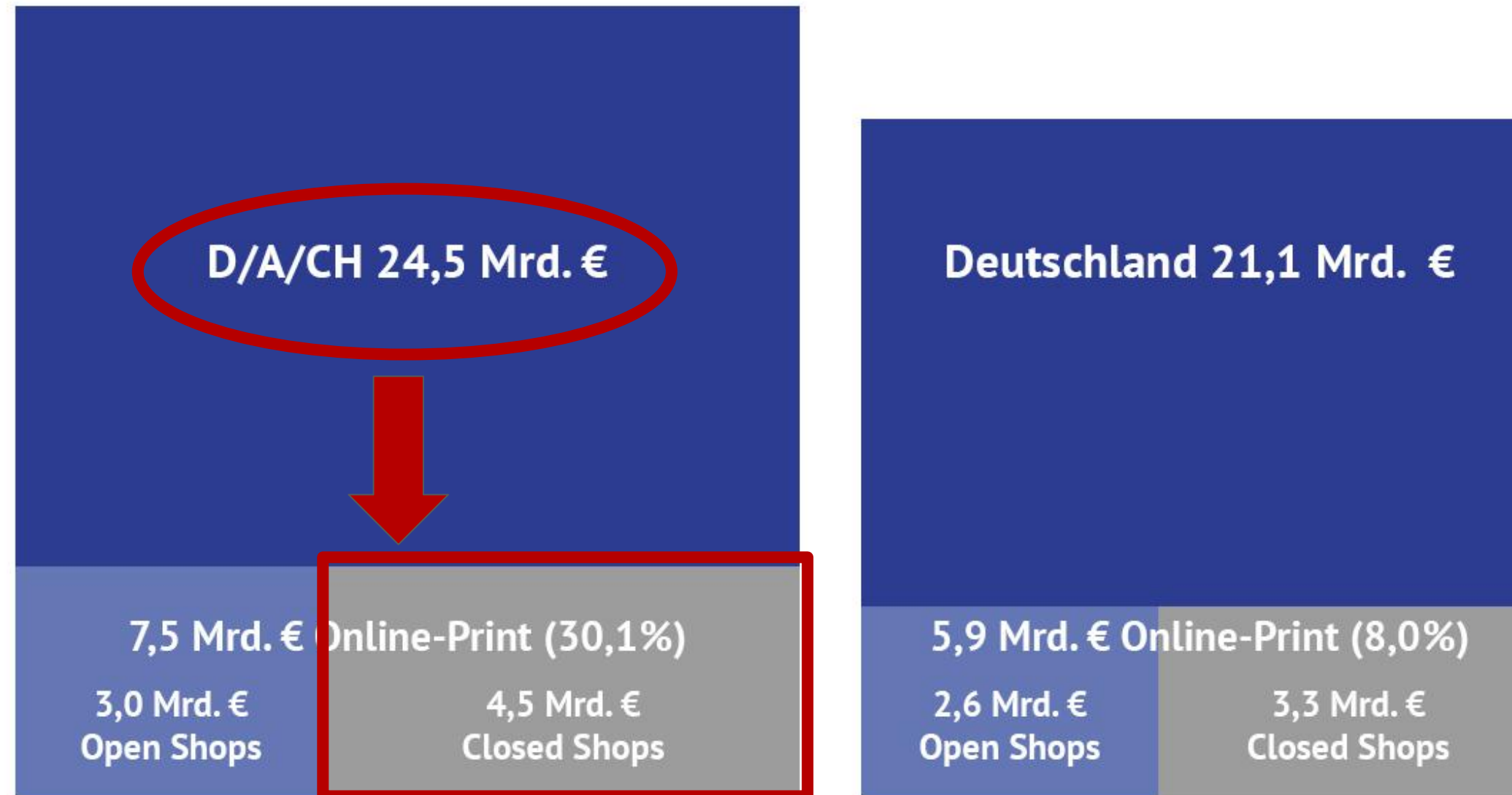
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UMSÄTZE DRUCKINDUSTRIE D/A/CH UND DEUTSCHLAND

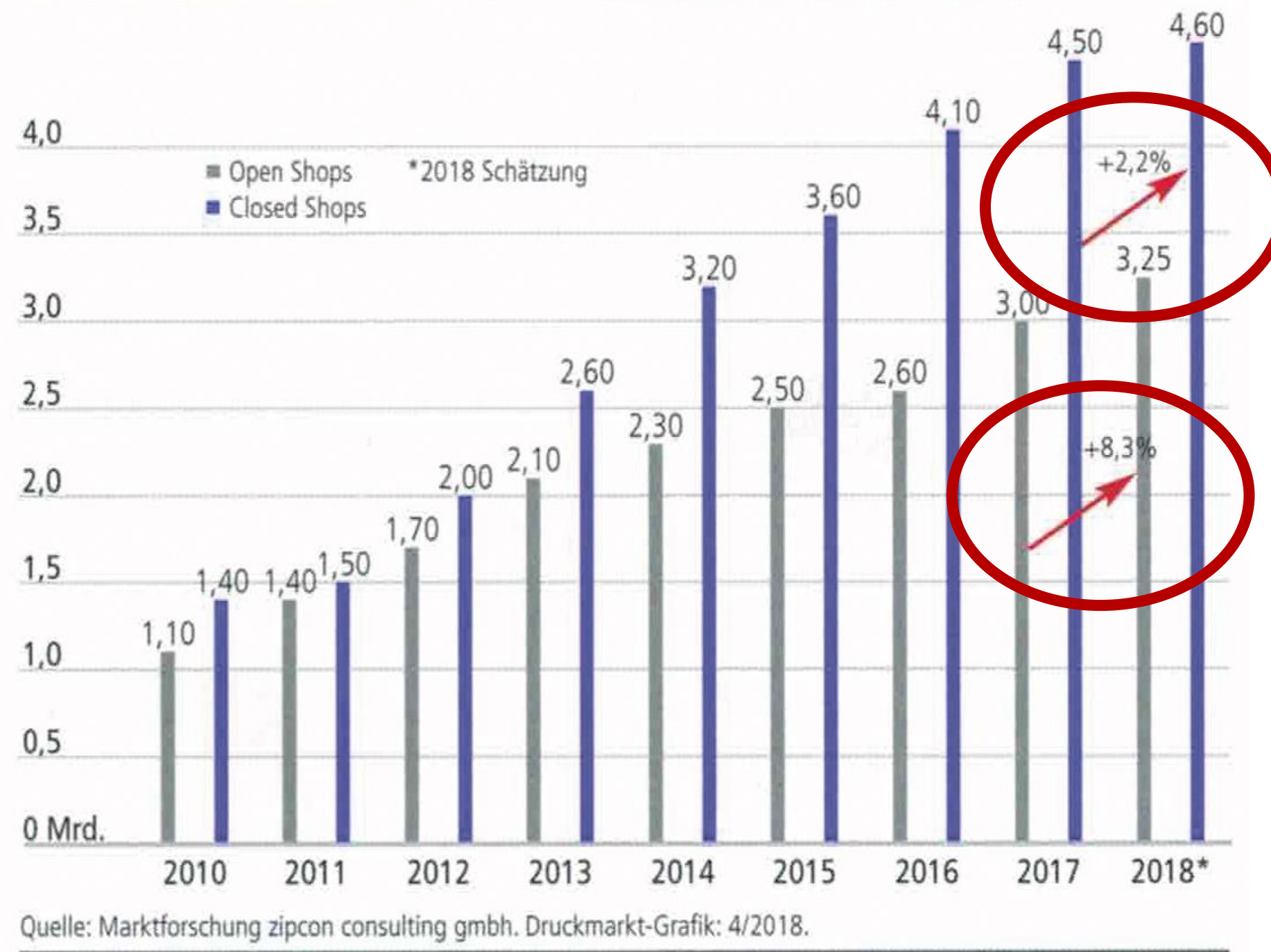


Jeweils fast ein Drittel des Umsatzes der Druckindustrie machen die Umsätze von Online-Print in der Region Deutschland, Österreich und Schweiz aus.

Market analysis

- 24 ½ billion Euros in total sales in 2017
- already ⅓ of these sales in online print!
- closed shops make up the biggest part

ONLINE-GETRIEBENE UMSÄTZE (D/A/CH) – OPEN/CLOSED SHOPS IN MRD.



Market analysis – prognosis by Bernd Zipper

- lower growth & consolidation
- 8,3% growth in open shops
- only 2,2% growth in closed shops

My prognosis for 2018:
very positive – in the first quarter we received already more direct and indirect closed-shop inquiries than in the entire previous year!

Target group analysis

For initial orientation the following approaches may be helpful:

- Existing clients / past inquiries
- Public tendering / research
- Medium-sized & large enterprises in the immediate vicinity (from the business park / in close proximity)
- Advertising agencies, publishers, media service providers
- Industry-specific closed shop concept
(for example for medical practitioners or bakeries, possibly with association cooperation)



Concept



Just acting

Communication policy



[ÜBER UNS](#) [LEISTUNGEN & PRODUKTE](#) [SERVICE & KONTAKT](#) [NEWS](#)

Für wen Web-to-Print?

Sie befinden sich hier: Startseite / Leistungen & Produkte / Dienstleistungen / Web-to-Print / Marketingportal / Für wen Web-to-Print?

Produkte

Dienstleistungen

Web-to-Print / Marketingportal

Für wen Web-to-Print?

Wie funktioniert's?

Vorteile

Ausbaustufen

Fallbeispiele

Antworten auf Fragen

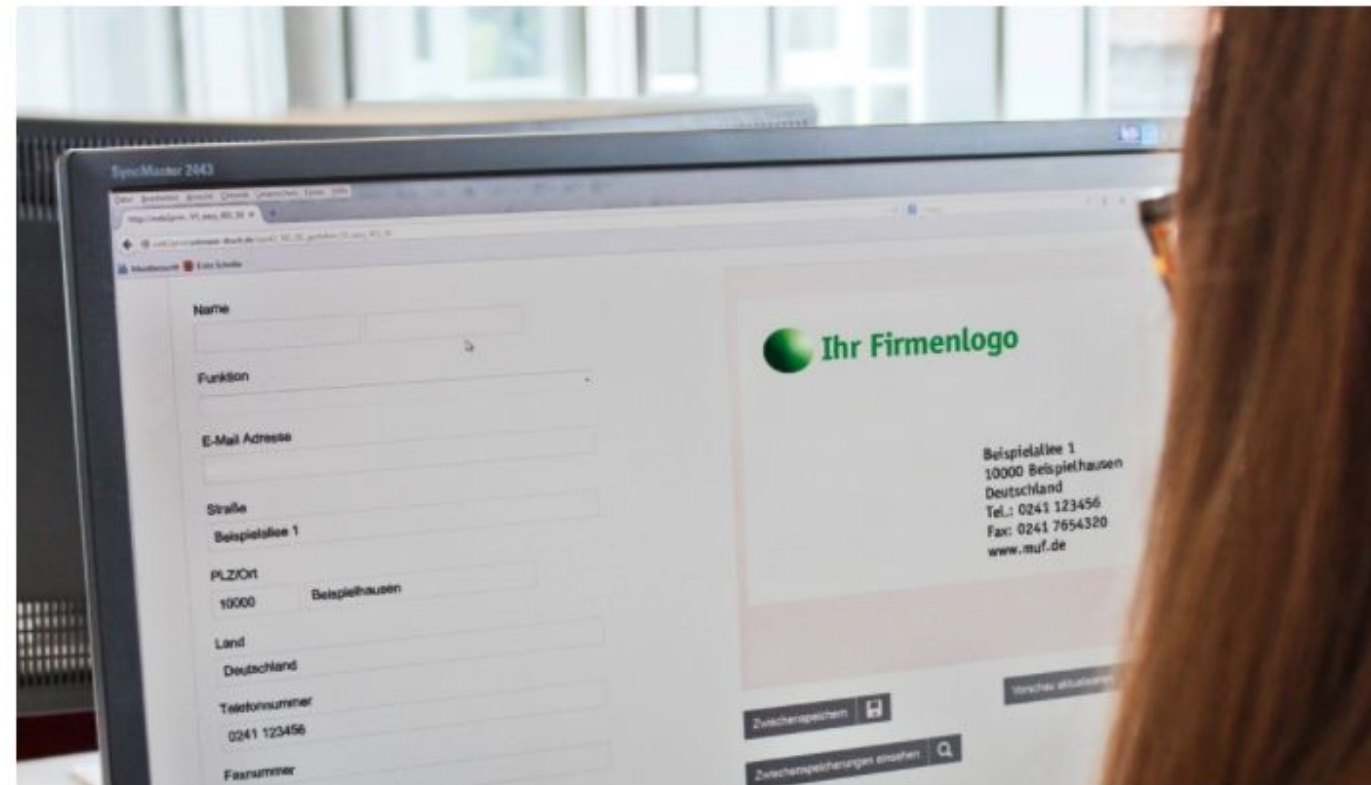
Demoshop

Kontakt

Fulfillment

Mediendienstleistungen

Auraia - sichtbar besser



Für wen ist ein Marketingportal sinnvoll?

- information through own website
- in-house media
(customer magazine > best practice / case studies)
- external media
(trade journals, local newspapers, portals)
- campaigns
(social media, AdWords, mailings, own brochure)
- trade fairs, events, lectures
- direct customer approach!

Product policy

- own “bestsellers” and those of my regular customers
- CI-relevant media (business card, letterhead, brochure, etc.)
- process-relevant products (example sales > departments, delivery to branches, approval process)
- typical additional purchases (promotional items, stamps, stickers)
- stock goods (copy paper as service, letterhead, pen, trade fair banner, ready-made brochures)
- services:
 - establishment of shop / interface (SAP etc.)
 - shop maintenance (creation and maintenance of templates & products)
 - support for questions (by phone and/or online)
 - warehousing (warehouse, logistics)
 - additional individual services

Price policy

*Closed shops - now also
available from us!!!*

Monthly fee:

0,00 - 100,000 \$ one-off

*0,00 - 1,700,00 \$ monthly**

*my answer to the frequently asked question:

“What can I charge from my costumers for a closed shop?!”

Price policy - monthly license fee of printQ

Monthly License

	XS	S	M	L	XL	Custom
LICENSE	\$ 350.00	\$ 500.00	\$ 800.00	\$ 1,100.00	\$ 1,700.00	on request
Number of stores	1	2	5	10	unlimited	
Data storage (SSD)	50 GB*	50 GB*	160 GB*	320 GB*	320 GB*	If you require a special hosting configuration, installation outside of our cloud, or a customized service level agreement please contact us.
Application support	✓	✓	✓	✓	✓	
Hosting incl. daily backups	✓	✓	✓	✓	✓	
Firewall & Failover System	✓	✓	✓	✓	✓	
Server maintenance	✓	✓	✓	✓	✓	

*additional data storage (50 GB SSD) can be booked for \$ 60 per month.

Sales strategy

- Selection and structure of the target customers
- Definition of competitive edge (e.g. print procurement)
- Determination of sales channels and processes > partners?
- Specification of basic conditions (price policy, product responsibility)
- Qualification of sales staff (web & on-site presentations)

A screenshot of a login page titled "EINLOGGEN". It features two input fields: "E-Mail-Adresse" with the value "demo@cloudlab.ag" and "Passwort" with masked characters ".....". Below the password field is a blue "Einloggen" button and a link "Passwort vergessen?". At the bottom is a dark grey "Konto erstellen" button.

EINLOGGEN

E-Mail-Adresse

demo@cloudlab.ag

Passwort

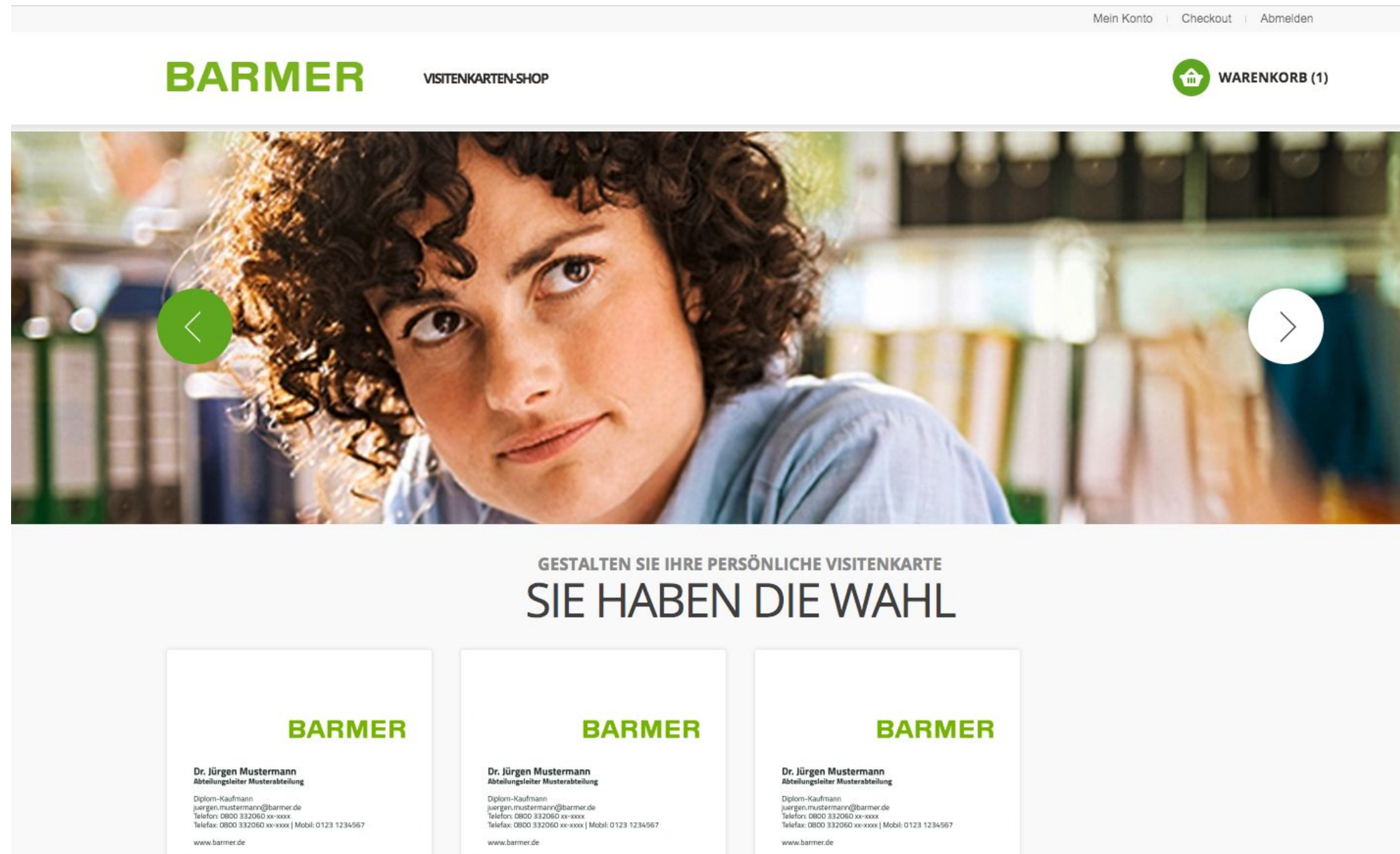
.....

Einloggen

Passwort vergessen?

Konto erstellen

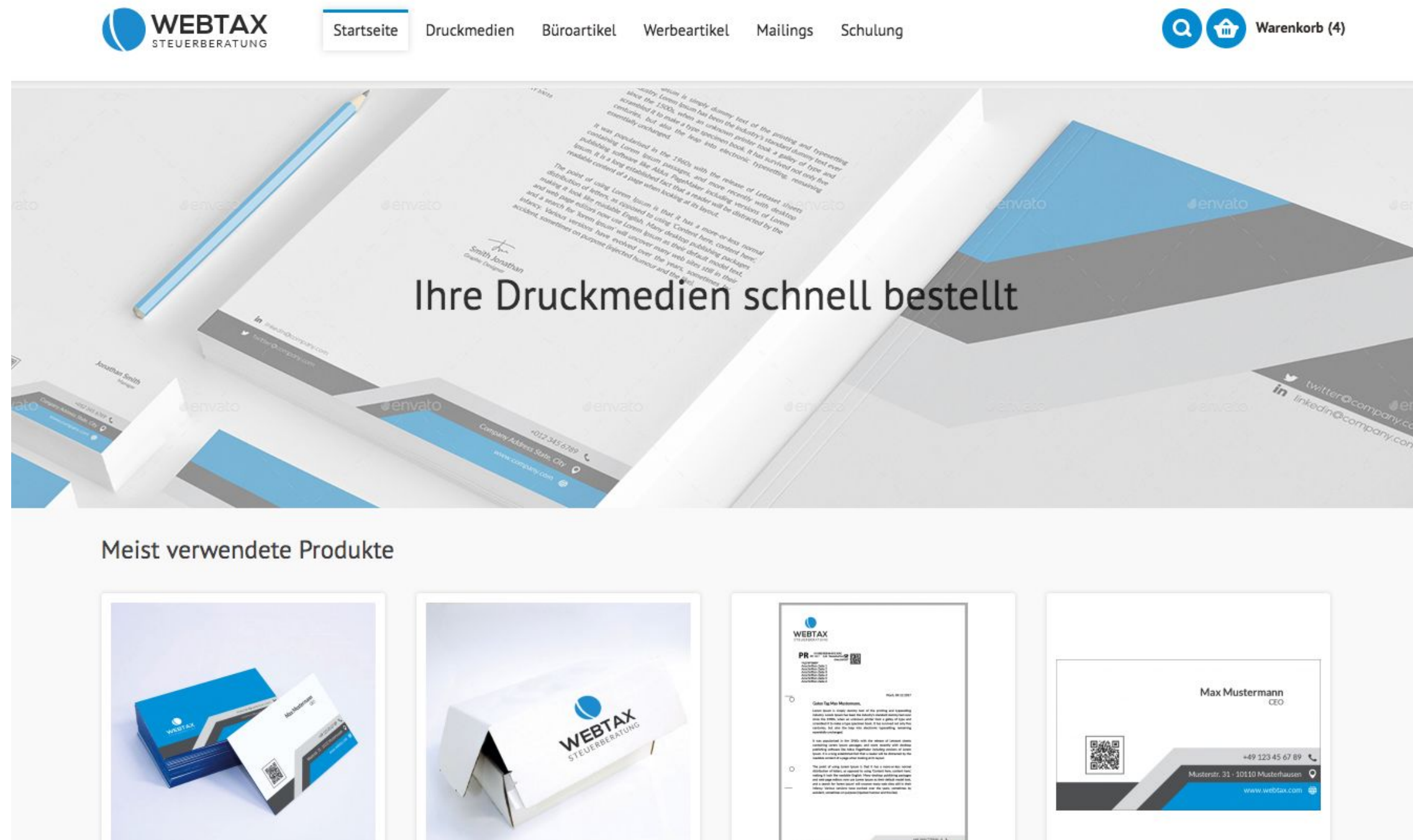
Best practice: Barmer Ersatzkasse



Best practice: CloudLab demo store



Best practice: Webtax demo store



Sales arguments

- Stock, configuration & upload products
- 6 different editors for the most diverse fields of application (designer, form, OTP-, LFP-, PDF/VT- and packaging editor)
- Integration of vector graphics and image databases in the editor
- Saving & loading of layouts
- 3D & live preview of the print file
- Adobe InDesign-based templates
- Web to print production workflow
- Multistage approval workflow
- Dispatch splitting (several addresses possible)
- Process optimization (eProcurement)
- Collective invoicing, e.g. monthly



Help for self-help

- free demo store for acquisition of closed shop customers
- support for presentations & tenders by the CL sales team
- your project manager and our support will assist you with any questions
- a lawyer can be arranged for the preparation of service contracts
- the new CloudLab agency will gladly assist you (from conception to implementation)

Questions & Discussion