

How a printer successfully sells cross media campaigns

Raimon Verdaguer, Managing Director of Reprodisseny, talks about tips and tricks for selling cross-media campaigns and reveals why it was worth investing during the economic crisis.

Mr. Verdaguer, what's your experience with DirectSmile Cross Media so far?

"The solution is being well received by the market. So far we have realized campaigns mainly in the B2B market. Customers include pharmaceutical companies, doctors and medical technology firms, but also the digital press manufacturer Ricoh. The campaigns delivered an excellent response, which enabled us to get follow-up orders immediately. We had particularly good experience with cross-media when it came to event communication, for example with trade fair invitations and the follow-up targeting of event visitors."

How do you go about acquiring new customers?

"When it came to selling cross-media campaigns we took a totally new approach. Because we are mainly known as printers, we considered it important to build up an authentic reputation as a partner for cross-media. For this reason we market our cross-media services under their own brand name, Inimardi, with its own website and a separate business card for the sales representative who takes care of cross-media."

Nonetheless, do synergies exist between the printing business and cross-media services?

"We always present ourselves separately to customers using two salespersons, one for cross-media and one for print products.

We found out that this strategy has a very positive impact and in the end we sell more printing services as well."

How do you convince potential customers of the advantages of cross-media campaigns?

"We used DirectSmile Cross Media for our own sales right from the start. Nothing convinces customers more than experiencing things for themselves. If, for example, a lead registers on our website, the responsible sales rep automatically receives an e-mail with all necessary information and can call back immediately. This always makes a deep impression on prospective customers.

To make customers aware of their individual benefits, we always adapt our presentation to the customer's industry and use corresponding examples and images."

What about the competition?

"In Spain we have been quite unique with our services until now. We have decided to invest in cross-media, despite the current economic crisis. This has given us a clear competitive edge. Already now, we are creating the success stories that will keep us in the lead, once the recovery gains momentum."

Mr. Verdaguer, thank you for talking to us.



Raimon Verdaguer is the Managing Director of print service provider Reprodisseny from Barcelona, Spain. Established in 1983, the company is a full-service provider for design, pre-press, digital and offset printing.



www.reprodisseny.com
www.inimardi.com