

Website Development and Internet Marketing for Printers

Although many printers recognise the opportunities offered by the internet, few invest time or effort into exploring how these opportunities can be harnessed. Why? Because it's hard work, specialist, time consuming and costly to do so properly.

The BPIF is now able to help make designing, developing and maintaining your web communications simple, cost effective and accountable. Our support service enables any printer to create a unique web based marketing portal that will maximise promotion and sales opportunities.

Such a professionally created website will not only promote your business to anyone searching the internet, but crucially, will also use the latest intelligent email marketing technology to schedule and track a diverse range of communications designed to promote your services.

Key Benefits

- Create a professional web site that explains how your services can benefit clients
- Ensure your site is recognised by the UK's leading search engines
- Proactively cross-sell products and services to existing clients and prospects
- Keep clients informed of company news, special offers and new products and services
- Gather feedback through completion of online satisfaction surveys
- Run an unlimited number of bespoke direct marketing campaigns



What's Involved?

A BPIF Internet Marketing expert will work with you through a five-stage process:

Stage 1 – Website Design and Creation

Design (or redesign), create or update your existing website into a powerful marketing tool with relevant content about your business and the benefits you offer.

Stage 2 – Contact Upload

Upload the details for all customers or prospects you wish to proactively target.

Stage 3 – Communication Planning

Enable your website to automatically schedule tailored annual email campaigns for each contact from an extensive and professionally written communication asset library. Your website will then ensure each contact receives relevant communication at the right time, depending on your objectives.

Stage 4 – Communication Fulfilment

When the relevant date arrives to contact your customers, the website will dynamically create a highly personalised individual email about the particular topic that interests your client.

Stage 5 – Communication Tracking

Each email sent to a contact contains a link back to your website where more detailed information can be accessed. You will know when any contact has followed this link because your website will instantly track which emails have been read and acted upon, and even how long a contact has perused the information on your site. This provides powerful intelligence on the success of your campaigns.

Hosting and technical advice forms part of the initial diagnosis and the on-going site build. Sites can have full Customer Relationship Management (CRM) capability enabling you to drive direct mail and email campaigns easily with clients and prospective clients and to build customer loyalty. Off the shelf web-to-page software packages can also be integrated into the development of your website and support can be customised for your particular needs.

How Long Does It Take?

Projects typically take between 5 and 25 days over a 4 – 8 week time span depending on the complexity of your website and your marketing objectives.

How to find out more

Please contact gil.reid-robbins@bpif.org.uk or call 0207 915 8345 to arrange to speak to our experts.

Can we help you further?

The BPIF and ViP offer a wide range of customised support services, programmes and courses for printers, designed and delivered by print industry specialists. If you would like to know more about any of these, please tick those you are interested in and fax this to Gil Reid-Robbins, Head of BPIF Business on 020 7405 7784, or call her on 020 7915 8345 or email gil.reid-robbins@bpif.org.uk.

SUPPORT FROM BPIF BUSINESS

Health, safety and environment

- Health & Safety Healthcheck
- Health & Safety Management Schemes
- Standards Gap Analyses & Improvement Programmes for
 - ISO 14001 (Environment)
 - OHSAS 18001 (Health & Safety)
 - FSC Chain of Custody
- Environmental Healthcheck
- Integrated Management Systems Support
- Noise Surveys
- Occupational Health Management Schemes
- Interim Health & Safety Managers
- Business Continuity Planning

Technical

- Technology Healthcheck
- Design and Print Unit Reviews for In-plants
- Workflow and Pre-press Reviews
- Digital Business Development
- Press and Post-press Investment Support
- Management Information Systems Support
- ISO 12647: Colour Management Support
- ISO 7799: Security Support
- Dispute Resolution and Expert Witnesses

Business development

- Standards Gap Analyses & Improvement Programmes for:
 - ISO 9001 (Quality)
 - PAS 75 (Customer Service)
- Cost Rates Reviews
- Financial Management
- Business Planning
- Sales Development
- Market Research and Development
- Marketing Planning and Implementation
- Interim Management and Mentoring
- Factory Layout and Planning
- Purchasing and Supply Chain Management
- Website Development and Internet Marketing

BUYING AND SELLING FROM BPIF MCINNES CORPORATE

- Acquisitions and Mergers
- Grooming for Sale
- Business Valuations

LEGAL SERVICES FROM BPIF LEGAL

- Mediation

SHORT COURSES FROM BPIF BUSINESS

Courses can be open or delivered in-house:

For a complete list of all the courses we offer visit:

www.britishprint.com/shortcourses

Health, safety and environment

- Health & Safety for Managers and Supervisors
- Environmental Briefing for Managers
- Manual Handling Training
- IOSH Managing Safely
- CoSHH Assessment
- Risk Assessment Training, inc Fire
- Occupational Health Awareness

Technical

- Introduction to Print Processes
- Introduction to Print Technology (3 Days)
- Print Production Planning
- Introduction to Print Estimating

Business development

- Getting the Sale
- Advanced Sales Management Skills
- Digital Sales Solutions
- Sales and Marketing
- Customer Service
- The Supervisor Role

HR SUPPORT FROM BPIF

- HR Healthchecks
- HR Policy and Documentation
- HR Management Schemes
- Organisational Restructuring
- Absence Management Workshops

WORK-BASED TRAINING FROM BPIF TRAINING

- NVQs
- Apprenticeships
- Professional Certificate in Print Management
- Technical Certificate

PROCESS IMPROVEMENT FROM VIP

- Premier Snapshot (diagnostic)
- Modular Improvement Programme (10-25 staff)
- Kickstart (26-50 staff)
- Masterclass (50+ staff)
- Office and Pre-press Change Cycle
- Team Leader Training with BPIF Training
- Materials Waste Reduction

Your name _____

Job title _____

Company name _____

Address _____

Telephone _____

E-mail _____