



A monthly e-Gram from Quality Printing

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QUALITY PRINTING **WORKSHOPS**

August 14 - 8am to 6pm
Indianapolis Art Center

InDesign CS3 (8am–Noon)

Learn 5 reasons to choose InDesign CS3, great tips for making the switch to InDesign CS3 and updating your legacy documents, the basics and more about: New Document Setup, Colors & Swatches, Layers & Links, Text & Tables, Colors & Graphics, InDesign & PDF, Getting Ready for Press, and Variable Data Printing.

Acrobat 8 (1 pm–5 pm)

Learn how to create and export PDFs, combine multiple file formats into a single PDF, collaborate using Acrobat 8's review and commenting functions, use Acrobat 8's form creation tools to collect information, control your PDFs with editing and security tools and create compelling interactive documents with links, bookmarks, movies & sounds.

RSVP

To register for these workshops call 800.771.1142, ext. 21 or email: events@quality-printing.com



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Quality Printing

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Measuring the Effectiveness of Print Campaigns

You can extend the concept of return on investment (ROI) to your print marketing efforts, measuring profitability versus cost. Leading corporations use intensively data-driven approaches to report the economic benefits created from marketing investments. You can develop metrics to measure the effectiveness of your printing expenditures even if you don't have a full-time staff of business analysts.

Set specific goals for your print campaign. Do you want to increase total revenue and profits? Or is the purpose to increase sales of a particular product or service or expand into a new market? Perhaps you need to spur seasonal sales to offset fluctuations in demand. Or your goal might be less tangible, such as increasing brand awareness or improving your company's image. Tailor your evaluation methods to these defined goals.

Crunch the numbers. Customize this basic print ROI model with your own assumptions to determine whether your campaign will be successful.

ASSUMPTIONS

Number of Pieces Printed	20,000
Total Cost	\$2500
Response Rate Anticipated	2.5%
Percentage of Respondents Expected to Purchase	25%
Average Profit per Purchase	\$50

METRICS

Number of Respondents	500
Cost per Response	\$5.00
Number of Buyers	125
Cost per Buyer	\$20
Cost per Printed Piece	\$0.125
Profit per Printed Piece	\$0.31

ROI

Total Profit/(Loss)	\$6250
Total Cost	\$2500

PRINT MARKETING ROI 150%

Design your printed materials to track responses. Include a customized coupon, code or inquiry card to determine which customers are responding to a

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specific printed piece.

Document how new customers found you. Train your sales and customer service personnel to ask how a client learned about your organization so you can be certain new sales are a result of your marketing efforts rather than another factor, such as a competitor going out of business.

Recognize that it's not all about dollars and cents. Print pieces have a long life and might be passed from person to person, so campaign-driven sales might not be realized immediately. And, there are some metrics that you can only capture through market research. For example, organize a focus group or survey of those who received a specific printed piece to measure recall, perceptions about your company and purchase intent.

These strategies will enable you to cost-justify your print marketing budget and focus your efforts where you will receive the greatest returns.