

Turning Your Marketing Supply Chain into a Competitive Advantage

“Marketers continue to spend billions of dollars producing, warehousing and shipping marketing literature, packaging, documentation, point-of-sale displays, ad specialties, signage, and handouts for all channels of market contact and engagement. The way that this portion of marketing operations is managed and controlled can materially impact go-to-market effectiveness, just as the optimal use of marketing dollars can create real business value and a competitive advantage”.

This above statement, made by Barb Pellow of Info-Trends in her September 29, 2016 article entitled *Print Supply Chain Optimization: A Critical Marketing Priority*, highlights an ongoing challenge for today’s marketing departments.

These are the three key factors in recognizing and maximizing the value of your marketing spend:

- Acknowledging that although investments in traditional marketing collateral and channels has been decreasing over the past few years, marketing consumables still make up a significant portion of the marketing mix.
- Understanding that oversights in the marketing supply chain can result in over-spending and missed opportunities to make a real impact on the sales and demand process.
- Realizing that printing and distributing what is needed, when & where it is needed and in the exact quantities is paramount for marketing taking full control of the marketing supply chain.

In the 2016 InfoTrends study entitled *Service Expansion Opportunities for Document Outsourcing*, 78% of the 250 North American executives surveyed indicated that rationalizing the print supply chain was a strategic imperative.

Further, “the **marketing supply chain** is the chain of suppliers that an organization relies upon to produce and distribute marketing materials (print, promotional and point-of-sale). Over time, these supply chains have grown cumbersome as new partners, products, and technologies are added, resulting in increased cost, decreased service levels and an overall loss of control. Marketers need a critical view into provisioning, logistics, consumption and localized needs”.

So, the need or concern is real. With that said how does marketing take control of and maximize the marketing supply chain? In a word, LEADERSHIP. Regardless of the size of your organization, choosing the right service partner is imperative. Marketing executives should look for a consultative print service provider who will help identify inefficiencies and potential cost savings, as well as the development of best business practices to optimize the marketing supply chain.

Most print service providers have the toolset called “web-to-print” to help manage the marketing print from production and acquisition to fulfillment and delivery. However, it is the service provider **leadership** who ensures that the right program stays on track according to clearly defined business objectives. Who will help you get there?

Web-to-print programs are not new, but the value that can be delivered has never been more important. Insight, expertise and measurements will all be required to help deliver marketing

supply chain optimization. **Reign Print Solutions** has the leadership insight, technology and supply chain partners to deliver the ideal program. As part of optimizing your supply chain, Reign would deliver the following organizational benefits:

- **A Marketing Storefront for your Entire Organization:** This enables company users to request all types of marketing collateral in an on-demand environment. Items such as business cards, brochures, direct mail pieces, stationery, and promotional items can be made accessible 24/7/365. Management then also has a 24/7/365 view of the progress.
- **Brand Consistency & Control:** This solution controls amendments to your branding rules and offers the ability to make any changes in one place. Our custom storefront catalog can be set up to offer templates or finished marketing pieces. Marketing executives can determine which elements (content) are fixed and which are variable. Change can be rapidly dispersed throughout the organization. The ultimate in protecting the brand!
- **Customized Content:** Allows remote locations, field representatives or franchisees to personalize marketing collateral to match their specific audience or location information.
- **Cost and Time Controls:** Save time by streamlining and centralizing your ordering process via our customized web-to-print portal.
- **Inventory Control:** Makes it easier to keep track of all store materials and reprint as needed. Minimizes obsolescence by having a 24/7/365 view of your materials.
- **Streamlined Approval Process:** Minimize the time and concerns with content & job proofing by implementing a streamlined approval process via our system.
- **Digital Asset Management:** The archive keeps all marketing collateral and digital assets in one centralized place, making it easy to manage and distribute your brand content.
- **Print Smarter, Save Money and Add to the Bottom-Line:** You reap the benefits of “print on demand” by printing only what you need when it is needed, while still receiving bulk savings by sourcing it from one print supplier. This eliminates the need to purchase in bulk & warehouse to receive volume discounts. Also takes away the decision-making process from your administrative team, by alleviating waste and inventory management concerns.
- **Measurement, Metrics and Budgetary Control:** The right web-to print solution offers a systematic approach for measuring collateral utilization vs. filed requirements and the overall value of distributed content. Specific budgets can be created for each department or cost center to ensure the budget controls are met.

The Real Bottom Line: Choosing the Right Partner for Your Marketing Supply Chain Optimization

The first step is identifying whether your organization has gaps or problems with the marketing collateral supply. Given current statistics, most marketers recognize that waste and lack of control within the supply chain needs to be addressed in the face of budget reduction. Reign is driven to help analyze your enterprise needs and develop a custom solution positioned to succeed.

In many regards it's not just about what you print, but what you do not print. This is the premise for Reign's tagline **PRINT SMARTER**. Digital Asset Management and the creation of the right technology-enabled (web-to-print) solution can strengthen the company's position and support the successful procurement & delivery of marketing information when and where it is needed, and in the exact quantities required. Print only what you need, when you need it and where it needs to be.

Reign is here to help deliver the right solution to optimize your print marketing supply chain. Your peace of mind that the system is working as designed; that is our ultimate goal.

