

# Digital Marketing Plan Professional Services Helping You Create a Plan for Profitability

According to research conducted by the Printing Industry Center at the Rochester Institute of Technology, the key difference between printers who succeed in digital printing and those who don't is a documented business and marketing plan.

A marketing plan provides a common basis to compare actual vs. expected levels of performance. Once written, the marketing plan helps employees, managers and owners share, understand and achieve common goals.

For those of you who are now thinking, "That's great, but I don't have time," or "I wouldn't even know where to start," we can help.



# Sales and Marketing Services

## Digital success on your terms

As part of the ProfitAccelerator® Sales and Marketing Resources, we have developed the Marketing Accelerator Kit. This do-it-yourself guide to building a marketing plan for your digital printing business is yours at no charge when you become our customer. Or you can work directly with one of our Business Development Consultants who will take you painlessly through the process for a fixed fee.

## The added value of experience and expertise

If you want a marketing plan that reflects the knowledge gained from helping thousands of customers build successful digital printing businesses, your Business Development Consultant brings added value to the process.

Working closely with you and your team, our Business Development Consultant conducts a thorough business, marketplace and competitive analysis; helps you set achievable goals and objectives based on where you are today and where you would like to be in the future.

This fixed fee engagement includes a one-day, on-site meeting with your team to assess your sales, marketing, production, workflow, customer service and other relevant aspects of your operations.

At the end, you'll have an actionable marketing plan that identifies top prospects, has strategies and tactics that leverage your strengths and exploit competitive weaknesses and promote your digital business to your customers, all based on your input plus our experience and expertise.

## Help where you need it most

Digital printing is an opportunity that is here for you right now. We want to help printers like you maximize your profitability and provide a foundation for long-term success. Our Sales and Marketing Services are designed to give you the help you need—with planning, marketing, sales and more. It's all part of our total commitment to providing The Right Business Model, The Right Workflow and The Right Technology<sup>SM</sup>—right now.

## Digital Marketing Plan

### Step-by-step at your pace

Using the Marketing Accelerator Kit six-step guide, you can build a basic framework for your digital marketing plan:

1. Business Self-Assessment and Review
2. Define Your Goals and Objectives
3. Evaluate the Marketplace
4. Marketing Strategies
5. Tactical Marketing Tools
6. Final Review and Assessment

Each section contains worksheets, tips, forms and additional resources to help you bring clarity and depth to your plan. For example, the Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis worksheet helps you determine the competitive advantage of your company relative to your competition.

The kit also helps you set specific, measurable, realistic and time-based goals and objectives.

**For more information on our comprehensive collection of Business Development Services, contact your Xerox representative or visit us at [www.xerox.com/businessdevelopmentservices](http://www.xerox.com/businessdevelopmentservices)**

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