

# Marketing Lifecycle Services

Optimising your multi-channel  
marketing performance



“European private and public sector organisations are overpaying for their printed documents by at least 16%. Print inefficiency is predominantly found in the fragmented process of departmental print commissioning. The only way to reduce overspend is through exponential growth in the use of centralised managed print services.”

**Pitney Bowes and MindMetre Research, June 2011**



# The big marketing challenge is on

Today's marketing leaders are facing some enormous challenges. With vigorous competition in every industry, reaching existing customers and influencing their behaviour is tougher than ever. Marketing campaigns must work even harder to unearth and convert new, more profitable business. Then there's the question of reducing customer attrition by fostering long-term brand loyalty. And with the economic climate still unsettled, marketers must conquer these challenges with ever decreasing budgets.

The key lies in unlocking greater multi-channel marketing effectiveness.

## Introducing Marketing Lifecycle Services

Our Marketing Lifecycle Services are already helping to boost the performance of marketing campaigns for a number of global brands. Part of our Communications Management strategy, it's a sophisticated range of services designed to cut costs and boost effectiveness at every stage of your marketing lifecycle – from planning campaigns to securely managing your collateral inventory.

Marketing Lifecycle Services benefits:

- Reduce costs and optimise spend
- Reduce campaign time to market
- Boost multi-channel campaign performance
- Free your team from low-level, time-consuming operational activities
- Enjoy easy process control
- Execute campaigns to best practice principles
- Enhance your skills base with world-class specialists
- Maintain marketing control and brand integrity
- Enhance supply chain visibility.

# Unleash the power of multi-channel marketing

Marketing Lifecycle Services is a simple, yet super powerful way to improve the performance of your integrated multi-channel campaigns and their associated communications tools across digital and printed media. We can design a solution that integrates all aspects of your marketing lifecycle, or enhance your existing operation with key skills and services.

## The Marketing Lifecycle Services suite comprises these essential services:

**Plan:** Campaign Planning provides intelligent customer insights to personalise multi-channel experiences

**Prepare:** Creative Services gives you access to all the skills you need to ready your communications for print and e-channels

**Produce:** Here we can manage the execution of digital communications including e-mail and web. Managed Print combines print buying and print production services. They are provided by our specialist project managers and delivered via our global network of print suppliers

**Provision:** Our Distribution and Storage service ensures that your messages reach the right people, at the right time

**Protect:** Digital Asset Management keeps your brand reputation and integrity intact

**Perform:** Performance Management measures and analyses multi-channel campaign responses and use the feedback to enhance future project performance.



# Marketing Lifecycle Services: Service overview

## **Plan: Campaign Planning**

Acquiring new customers, discovering new up-sell or cross-sell opportunities and strengthening customer loyalty relies on you being able to create and dynamically adapt highly tailored offers that address the unique preferences of individual buyers – whether businesses or consumers.

There's a smart, affordable way to turn this challenge into a powerful opportunity. Our Campaign Planning service, powered by Pitney Bowes' Portrait Software, gives you deep insights into your customers' needs, wants and potential buying triggers. With innovative intelligence, analytics and campaign management tools this service can help you plan personalised campaigns and dynamically adapt them to maximise their effectiveness, including amplifying response rates.

You'll optimise your marketing budget – including print – by designing more targeted, higher yielding communications. And your customers will enjoy a unique brand experience that will help to keep them loyal.

## **Prepare: Creative Services**

Whether you want to make a show-stopping statement about a new product or find an innovative way to re-engage with your customers, captivating your audience is essential. Working with outside creative agencies can slow you down – the briefing process, the getting-to-know-you cycle, and the costs can be prohibitive too. Our Creative Services offer a flexible and cost-effective alternative for both print and digital communications: your own team of project managers, design consultants, copywriters, artworkers and digital specialists on-site, without the personnel issues and costs of extra employees. Alternatively, you can simply select the additional skills your in-house team requires.

Our professionals work with some of the world's most influential brands – including a well-known banking giant. They'll help you push the boundaries of innovation while staying inside the rules of your brand, transforming your ideas into unique deliverables that meet your business objectives, quality standards and deadlines, with minimal time investment from you.



### **Produce: Managed Print**

Print has the power to deliver maximum marketing impact, but with so much to communicate – to multiple audiences across multiple countries – managing the print process is often time consuming and complex. And then there's the issue of regulating quality assurance and, most importantly, keeping costs down and value high.

Our Managed Print service will set your business free by unleashing your purchasing power, improving the efficiency of your production process, and delivering exceptional results. By leveraging our network of global print providers we can optimise your print buying power to achieve significant cost savings – typically up to 20 per cent. Our print specialists will manage the entire production process for you – no more liaising with design agencies, briefing printers, checking live production or planning distribution. So as well as saving you hassle and money, our Managed Print service also gives you back the time to refocus on more strategic endeavours. We'll help you monitor spend in fine detail. Our reporting tools provide excellent detail including job spec, costs from a number of suppliers, SLAs and KPIs – so you're always in full control of your budget.

Our digital teams can help you execute everything from electronic DM to microsites and full websites, plus other electronic communications. Our project managers are highly experienced, capable of delivering world-class quality and innovation.

### **Provision: Storage and Distribution**

Getting the right message to the right market, at the right time is crucial. Our Storage and Distribution service gives you collateral on demand via a centralised storage facility. It saves you time and money and ensures you never run out of collateral by allowing you to view items via a personalised web page and dispatch materials to any location. Automatic email alerts tell you when stocks reach a preset minimum and send requests to your Account Manager to print more or withdraw items completely. The result is faster time to market, reduced admin burden and budget savings too.

### **Protect: Digital Asset Management**

Via a personalised, remote access web portal you and your marketing partners, including in-house colleagues, design agencies and printers can access a catalogue of current marketing assets and archived items. These include digital artwork files, video, music, images, logos and more. Your partners can adapt assets to their needs then post amended files for approval by the content owner. It's the perfect way to collaborate and protect your brand integrity. And because we can integrate Digital Asset Management with your purchase order system, we can quickly action materials for print.

Your service can be designed and managed by us with tailor-made functions including cataloguing, version control, rights management, and archiving and retrieval. However you use it you'll enjoy peace of mind, knowing your most valuable assets are always securely stored and easily retrievable.

**Perform: Performance Management**

Today, it's vital that you can accurately measure ROI and evaluate campaign effectiveness – whether its objective was to acquire new customers, lock in loyalty or uncover new revenue opportunities with existing customers.

Our Performance Management service, powered by Pitney Bowes' Portrait Software, helps you create more successful campaigns by monitoring responses and adapting offers or messages dynamically through real-time insights. Once your campaigns are complete, we'll help you analyse the results and gain a deeper understanding of how they are being received and what influence they are having on buyer attitudes and behaviour.

Set up a continuous feedback mechanism and you'll have all the insight you need to support the planning process with feedback from previous campaigns. The result? More relevant, value-generating campaigns – and a harder working budget.

## Explore the benefits of Marketing Lifecycle Services, now

Call: **+44 (0) 121 202 1030** Email: **mls@pitneybowes.com**

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**Set your business free.**





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