

# Localized Marketing Made Easy and Affordable



Creativity.

Execution.

Results.

- Relevance is the new currency of marketing. Customers and prospects are demanding it, and marketers are seeking new ways to deliver it.
- One way to increase marketing relevancy is to customize marketing materials for local audiences. This article explains how web-to-print solutions can make localized marketing practical and affordable.

Today's marketers have more ways to reach prospects and customers than ever before. Digital technologies have created new marketing channels and enabled marketing techniques that would have been impractical, if not impossible, only a few years ago.

But if you're like most marketers we know, your job has become harder, not easier. CEO's and CFO's are demanding that marketers squeeze more and more results from every marketing dollar spent. At the same time, marketers are facing an atmosphere that makes it more difficult to capture the attention of prospects and customers and create the kind of meaningful engagement that leads to new sales. Today's environment is filled with marketing and advertising clutter, and as the clutter increases, the effectiveness of generic, one-size-fits-all marketing messages and materials decreases.

These issues would be hard enough to address if you were selling to a homogeneous group of prospects and customers. But few marketers have it that easy. Most companies deal with prospects and customers whose interests and concerns vary based on the nature of their business operations, the economics of their industry, and the competitive conditions in local geographic markets. The challenge for marketers is to create marketing messages and materials that will be

relevant to such a diverse group of potential buyers.

Marketers have long recognized that customizing marketing materials for specific audiences will increase relevancy and improve marketing effectiveness. The highest level of relevancy can be achieved when marketing materials are customized for individual prospects—what is now commonly called one-to-one marketing. However, marketers can significantly improve relevancy even without using a true one-to-one approach.

*Localized marketing has traditionally been a cumbersome, time-consuming, and costly process. But now, technologies are making localized marketing both practical and affordable.*

One proven technique for increasing marketing relevancy and effectiveness is marketing localization. Localized marketing is the practice of customizing marketing materials for local audiences. It can be as simple as adding local contact information to otherwise standard marketing collateral materials or as complex as creating an entire promotional program (including print ads, point-of-sale displays, and direct mail pieces) that is customized for a particular geographic market.

Unfortunately, localized marketing has traditionally been a cumbersome, time-consuming, and costly process for most companies. Marketers who wanted to reap the benefits of localized marketing faced two equally unattractive alternatives. First, they could allow local branches/offices and/or channel partners to create and produce their own marketing materials. This enables front-line decision makers

to leverage their knowledge of local market conditions to develop more targeted and relevant marketing materials. But this approach also presents problems.

- Corporate marketers can easily lose control of brand messaging and brand presentation despite the use of “brand standards”
- Locally produced materials often don’t meet corporate quality standards

The second basic approach has been to have corporate marketing staffers assume responsibility for localizing marketing materials. This can be done on an ad hoc, first-come-first-served basis or by assigning dedicated staff members to particular local branches/offices/outlets or channel partners. This approach can work—if your marketing budget is unlimited. Otherwise, it quickly becomes cost prohibitive.

The good news is that the barriers to localized marketing are disappearing. Today, a growing number of companies are using a new genre of web-based technologies to unleash the power of localized marketing. These tools and services are described in a variety of ways—collateral-on-demand systems, marketing collateral management systems, marketing resource centers, and marketing asset management systems, to name a few. In this article, we’ll call these tools and services *web-to-print solutions*.

Web-to-print solutions automate the processes of ordering, producing, and fulfilling orders of marketing materials, including marketing collateral documents, point-of-sale materials, print advertisements, and promotional items. The core component of a web-to-print solution is an online catalog of marketing materials. When a salesperson, a local manager, or a channel partner needs to order materials, he or she logs into a secure website, selects the desired items from the catalog, and submits the order.

*The most powerful feature of web-to-print solutions is their ability to support easy document customization. Nonprofessional users can create customized materials quickly and without the involvement of graphic designers.*

But, the most powerful feature of web-to-print solutions is their ability to support easy and extensive document customization. If marketers want to allow a particular document to be customized, the online catalog will contain a document template. The template identifies what specific elements of the document can be customized, and the system provides a set of options for modifying the document. The user simply selects from the available customization options, reviews an online proof of the customized document, and submits the order.

Web-to-print solutions address both of the issues that have inhibited the use of localized marketing materials. Corporate marketers retain control over brand messaging and brand presentation via the document template. They decide what elements of a document can be changed and what changes will be allowed.

These solutions also significantly lower the costs of using localized marketing materials. They enable users with no training in graphic design and no experience with design software to create customized marketing documents. Therefore, the excessive graphic design costs that are usually associated with localized materials simply don’t exist.

Web-to-print solutions are “game changers” for marketers who want to fully leverage the benefits of localized marketing. They enable and support levels of customization that would have been impractical and cost prohibitive only a few years ago. Consider just a few examples of localized marketing in action.

- A financial services company uses a web-to-print solution to enable brokers and dealers to order corporate-approved collateral materials that can be customized with the photograph and contact information of the individual broker or dealer
- Automobile dealers use a web-to-print solution to create, produce and place advertisements in newspapers and other media outlets. The web-to-print solution enables individual dealers to easily insert images and text into pre-approved advertisement templates, order print-ready proofs, and actually book ads for placement in some media outlets. This system enables a dealer to quickly counter local promotions launched by competitive dealers
- A pharmaceutical company uses a web-to-print solution to enable its outside sales force to create patient education materials that are customized for individual physicians
- A national restaurant company uses a web-to-print solution to enable managers of individual “stores” to create customized menus based on local tastes and dining preferences
- A national consumer products company uses a web-to-print solution to enable area sales managers to create customized point-of-sale displays based on product sales histories at individual retail outlets

## For More Information

If you’d like to hear more about how web-to-print solutions work and how localized marketing can improve your company’s marketing efforts, contact Scott Burford at 707-745-8151 or by e-mail at [scott.burford@sbfischer.com](mailto:scott.burford@sbfischer.com). To download a PDF of this executive summary please visit our website at [www.smartstorepro.com](http://www.smartstorepro.com).



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