

PROforma®

ONE **SOURCE.** INFINITE **RESOURCES.**™



PROforma®

**CUSTOM
WEB2PRINT
PROGRAMS**



CUSTOM WEB2PRINT PROGRAMS

Web2Print: An Integrated Solution

For every \$1.00 spent on business documents and print items, \$8.00 - \$14.00 are spent on support costs. Proforma's turn-key web2print solution can help save your company time and money by streamlining the production and purchasing of your branded items.

Web2Print, also called print-on-demand, provides a vehicle for automating much of the preparation that occurs prior to printing as well as online ordering and reporting. From your computer, direct to the printer and fulfillment center, your orders arrive more quickly and more economically than ever before.

Web2Print offers benefits not typically available through standard commercial print, such as the ability to produce cost-effective short runs, reduce print inventories and target key decision-makers through unique customization strategies.

1:1 Marketing

Marketing trends are moving away from the concept of mass-produced, general literature. In order to be effective, salespeople need to streamline their messages and tailor each piece to the unique needs of their customers.

Historically, companies have used the 'shotgun approach' to marketing: sending out static information to a variety of markets, hoping that one of the campaigns would meet their target's needs. The concept of 1:1 (One-to-one) Marketing allows you to target the individual's interests instead of general demographics, creating up to a 38%* increase in the return on your promotions investment.

* CAP Ventures



Uses for Web2Print and 1:1 Marketing

- Warm up a cold call
- Target key decision-makers
- Showcase your services and capabilities
- Customize messages with customer preferences
- Individualize calls to action and special offers

Key Markets for Web2Print Programs

- Accounting
- Advertising
- Education
- Event Planning
- Financial Services
- Government
- Healthcare
- Insurance
- Manufacturing
- Pharmaceutical
- Real Estate
- Retail
- Telecommunications
- Travel

PROMOTIONAL PRODUCTS



BUSINESS DOCUMENTS



eCOMMERCE SOLUTIONS



MULTIMEDIA



Proforma Makes Web2Print Easy


Proforma can design a custom online ordering system for all your forms and marketing materials. We'll work hand-in-hand with you to determine the key brand elements to control and ensure message consistency. We'll also help you identify the variable areas that will allow you to create a more effective customized piece while reinforcing a consistent brand personality.

Once in place, your Web2Print program will be as easy as:

1. Logging onto your order system
2. Selecting your documents
3. Entering your custom options
4. Proofing your finished product
5. Approving your order

Talk to your Proforma Professional about how a Web2Print program can benefit your company by providing more effective, customized print materials with reduced administrative costs.





***“WHETHER THE JOB IS LARGE
OR SMALL, PROFORMA’S SERVICE
IS EXCEPTIONAL. THEY OFFER
GREAT IDEAS AND INSIGHTS THAT
ULTIMATELY MAKE A BETTER
FINISHED PRODUCT FOR US.”***

**— TOM ROYCRAFT, DIRECTOR OF MARKETING
LOREN ON PARK**



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