



## CHALLENGE - OVERPRODUCTION OF MARKETING COLLATERAL

In this digital era, production of large quantities of marketing collateral is becoming obsolete. If you have a warehouse full of pallets of material - it is possible you have an overproduction issue. Most of what you have warehoused became obsolete within weeks. Your marketing collateral needs to keep pace with the information flow. Just as your product line changes to meet the needs of the end user, so must your collateral change to effectively market your product line. If you are keeping pallets full of marketing collateral for more than 6 months, you are wasting one of your greatest marketing assets – cash flow. Learn to use your marketing cash flow more efficiently.

## ADAIR DIGITAL SOLUTIONS

We would review your current marketing collateral with your sales and marketing staff. Are there opportunities you are missing? Would versioning benefit your collateral? Are there better options than storing collateral – such as print on demand?

After careful review - we will present a strategy for a consistent look and feel for your material and the ability to update material in the future via versioning.

### Printed Marketing Collateral

- Update all marketing collateral and create new material for all of your products. All new collateral would be printed on a digital press.
- We would develop an order on-line system for the collateral for re-orders, you could order what you need and keep it fresh.
- Create some of the collateral to allow for variable data printing for specialized presentations to large clients.

### Develop Integrated Marketing Campaigns

We would review your current campaigns for opportunities with Integrated Marketing Campaigns to better utilize your budget and give you the opportunity to present ROI to upper management.