

EVOLVED IN PRINT

IVOR SOLUTION'S TECHNICAL AND MARKETING BULLETIN

IT DOESN'T END AT BUSINESS CARDS

...that's just the beginning!



For years Ivor Solution has been promoting web to print as much more than business card ordering. Many more users are now adding all manner of products.

The largest system Ivor Solution has produced over the past few months has been for a buying group business with over 200 active outlets. Previously each were buying their printing at vastly differing rates & qualities.

Head office were very concerned at the watering down of their logo and style. Working with their print manager, a multi product site was devised that featured twenty products, including die cut ticket

wallets, A0 posters, banner stands, labels, bags, badges, signs, business cards, stationery and lots more. Each branch can also add its own logo and style to use in addition to the corporate requirements.

"Before, over 200 active outlets... at vastly different rates and qualities"

The payment cycle is made very easy and avoids a huge amount of administration for the central office. Payment is made on line by credit card and is immediately receipted.

ALL MANNER OF PRINT ONLINE & ONTIME

- Business Cards
- Posters
- Folders
- Leaflets
- Booklets
- Bookmarks
- Legal Corners
- Stickers
- Compliment Slips
- Letterheads
- Invoice & Order Pads

Not just Web to Print, but Web to Anything!

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Ivor reports from the first Dscope Conference, held in Barcelona

“Print will never die... unless printers kill it!”

That was the conclusion that ruled the first HP hosted European DScope (Digital Suppliers Co-operative) Conference.

DScoop has operated in the US for over five years but the decision to start up in the EMEA (Europe, Middle East and Asia) means that now it is a truly global organisation.

The Barcelona event was the first EMEA and it was brilliant to meet people from China, Turkey, Germany, USA, Israel, Spain, Russia, Poland, Belgium and elsewhere. There were about a dozen businesses representing the UK.

At the outset I would say that there are some very positive results and information that has implications for the industry and indeed for Ivor Solution and our customers. The three days were packed with talks, seminars, discussions with HP partners and meeting fellow HP users (many with web fed label presses and large format, not just indigo).

To join DScope you have to be a major HP user and most appeared to be our size and larger so there was excellent feedback from people who have different but substantial approaches to the market. The idea is to link up all members to help technically, to penetrate local markets and to trade with others globally.

I was very impressed by the openness of everyone. The basis seems to be that it doesn't matter that we might compete with each other anywhere

near as much as our competition would be non DScope members.

Infotrends, who were talking at DScope still see web to print as a major growth area. There were several web to print sessions. What I was pleasantly pleased about was that almost everything that emerged mirrors the way we are progressing and was promoted as the ideal way to do it. So many web to print tries have ended in either disaster or just one or two customers obtained and never extended. The number of companies that have tried to develop their own software is relatively vast. Most have failed.

All in all it was a highly stimulating conference with many lessons that we have already started to incorporate into our business. Maybe some of them apply to you? Here are some of the points made:

- In the digital world costs are decreasing. In the analogue world they increase and this can't be competitively sustained.
- Purchasing is now "strategic resourcing."
- Return on marketing investment is the key to what is now looked for by professionals.
- Web to print should be looked at, at being in a game where relationship selling is yesterday, challenging selling is for today - lead your customer, don't let them take you for granted. Challenge their way of thinking. Make them save money! And do things a different way. Learn what drives a customer's business. Concentrate on the value we create and provide unique insights not just discovering existing needs.
- Define web to print as "self service printing"
- Get customers to say "I'd never thought of my business in that way before."
- We must define what makes us truly unique.
- 53 percent of the buying decision is based on the experience people have when they are in the buying mode. It is very personal and more and more so as customers buy rather than being sold to.

- Put "teaching" as the top sales approach, be prepared for a long gestation period. Pure printing sales people are old hat. Creating a teaching environment is the best way to challenge and sell.
- Make printing part of logistics, not just a matter of delivering print to one location. Mailing, delivery etc must be part of the offering.
- Read The Challenger Sale - Matthew Dixon & Brent Adamson.
- B to B is a bigger market than B to C so there are miles to go market wise and big opportunities.
- Recognise that most B to B buying decisions are a mix between on and off line.
- The new sales cycle - know me, like me, trust me, pay me!
- Think more about the web than about print.
- Technically web to print must be platform based where every aspect can be added in seamlessly. We have to think of : Content, Commerce, Engagement, Integration, Mobile interfacing and Localisation.



NOW YOU CAN EDIT IN YOUR LANGUAGE

日本語 - العربية - PORTUGUÊS



Two years solid development by our committed programming team have produced our very own foreign language modules. These allow customers, using their own native keyboards, to key in to templates in any language. No longer do our customers have to use any outside agencies. If they have staff able to type in the target language they see exactly what they get, as we have been used to when editing in English.

Adding to this feature and to aid the whole process Cognitu can make a template sit "side by side" the originating language version so that the typist can check on the same screen.

This is a fabulous new feature giving great opportunities to Cognitu trade customers to find global customers who could really benefit from this new approach.

More About Cognitu

The Cognitu platform combines many other features but overall Cognitu is an online web2print platform that is geared towards mirroring a company's corporate hierarchy. This ensures accountability, data visibility, access and permissions that are modelled to each company's precise specifications.

Sizeable organisations all have an internal structure and possibly several management layers. Cognitu allows customers to group and tier their users in-line with their own set-up. Whether creating a group for an area, division or project, the system can be modelled to precise specifications.

The permissions system on Cognitu is exceptionally granular allowing exacting control over what users can and cannot do or see. As the control is so elaborate Cognitu creates 'Roles' using an organisation's vocabulary to describe user types (e.g. Accounts, Compliance, Line Manager etc.). The necessary permissions are added to those roles.

Cognitu has grown, over fifteen years, with a very wide customer base. Stretching from the creation and sale of home user lifestyle products with much artwork flexibility, through public facing sites and to strictly controlled corporate specification (stationery/marketing products) hosted sites in secure catalogues.

The huge experience Cognitu developers have gained has put it in a unique and flexible position. Many customers have gained from shifts and changes of customer needs as they evolve and diversify.

The platform is hosted on secure servers, with the minimum ports open to make sure data is kept safe. The servers use a combination of Debian, Linux, Apache, MySQL and Perl. All of which are patched with the latest security upgrades on a regular basis. The servers undergo monthly port/security scans so that any vulnerabilities that potential hackers could uncover are remedied very quickly.

Optional security features include:

- Planned password expiration, to force users to create new passwords periodically.
- Password rules
- A wildcard SSL certificate has been installed on Cognitu's primary white-labelled domain 'usersession.co.uk', which can be used by security conscious clients. This allows access via HTTPS rather than the more insecure HTTP equivalent.

The customer web interactive experience remains the key to the ease of Cognitu use and belies the massive program code that backs up the many modules. The Cognitu system generates product visuals using a variety of techniques based on the requirements of each system. Most often customers go for a real-time visual that updates as you type (this uses Java).

For those that have complex deployments or cannot install Java due to their security policies, the system can generate preview images on the server side and feed updated images back to users as they tab between different input fields.



Editing in Chinese



Editing in Arabic

Jeff Birch – Technical Director, who heads Cognitu's technical team loves to be challenged and comments "we have incorporated many features from customer demands and love to hear from those customers who are concerned about any web to print application.

Our foreign language capability, for instance, was built to accommodate the requirements of one print manager customer who had one of their customers with offices in the Far East and Mongolia.

They appear absolutely delighted with the result. Because of this several other customers have taken up this aspect of our technology and we are now adding new languages virtually every week."

OUR NEW PREMISES

ONE
YEAR ON

The Story of Trauma - Survival - Thriving & THE **ARSENAL** CONNECTION

It has taken Ivor Solution many months to fully settle in to our new premises. We have just merged in another business and added to our space, signing a new lease for the next door premises as well. This adds more than 20% to our space and has already made a huge difference to our efficiency. We have separated out the litho section, with its need for paper handling and the digital with its need for rapidly moving small orders. We now have over 12,000 square feet in Central London.

This issue features some pictures of our premises. If you haven't visited us yet, do call and we will be delighted to welcome you and show you how a business formed out of the possibilities from the Internet has taken on the modern day print challenges and is expanding.



ARSENAL REGENERATION

A little history of the area and Ivor Solution's premises in Holloway.

At the turn of the century Arsenal football club realised its ground was unable to function profitably. The commercial reality, in the football world, needed a stadium seating the big attendances that could be depended on. A decision had to be made as to the future of the club and it seemed inevitable that there would have to be a move to Enfield to find a suitable site that could house the club. Other suggestions were made such as the King's Cross development but these were impractical.

As it happened Islington Council owned 80% of the land surrounding the stadium and our landlord, Antony Spencer of Antony Green and Spencer property developers and stadium capital holdings had the idea of moving from "Arsenal to Arsenal." With his property background he worked out that a new multi seat, ultra modern stadium could be housed within a piece of land that he delineated. Through much wrangling and in fighting at Arsenal the site was accepted. Antony had the task of buying up the properties, having done a deal with Islington Council to move their waste collection yard that was near the old stadium, to a huge, brand new purpose built recycling unit just behind where we are now.

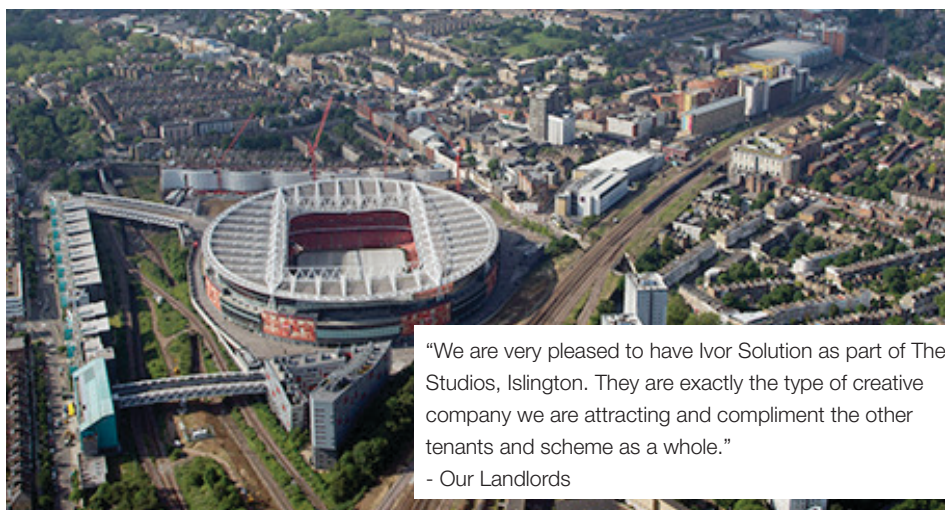
Additionally Antony agreed to build 2,500 homes in the area and to make available new commercial units as many had to be bulldozed to house the new stadium. The building work is still going on in the area but where we are housed was the first major development besides the stadium and known as the Arsenal regeneration project. We are part of a complex of 550 flats and around 50 commercial units that are situated in a landscaped area with excellent transport links and with a view of the Emirates Stadium, for the many Arsenal fans who are attracted to live and work near their joy!



Visualisation of the Emirates Towers

We took on our premises as the very first tenants. The units were just a shell. Our vision was of a purpose built ultra efficient combined studio, office and factory space on one level with the workflow exactly following the intended line for each type of job.

Had we known what transpired in moving home let alone undertaking massive building work, moving machinery and offices from two locations and dealing with the financial demands, we may not have proceeded. But we did keep the business going so that our customers did not have to suffer. Whether that was achieved is up to the reader to judge!



"We are very pleased to have Ivor Solution as part of The Studios, Islington. They are exactly the type of creative company we are attracting and compliment the other tenants and scheme as a whole."

- Our Landlords

Everything we did was new to us, from putting in shop fronts, to raised flooring, ventilation, lighting, floor coverings, you name it. But we wanted to take the opportunity of using environmentally sound materials and sourced recycled PVC flooring, recycled furniture, low energy lighting and providing full recycling facilities.



THEN



THEN



NOW



NOW



Seminar Room Graffiti

But we never bargained for the mammoth electrical problems that we had to overcome. In spite of all the surveys and investigations UK power (previously the national grid) would not give us permission to use the electricity we had earmarked by the landlords and that our electrician had cabled for and set up the fuse boxes and all the apparatus that goes with electrical supply.

They said that all our electricity must come directly from the sub station. The problem was that this took ages for them to visit us and then report back. Meanwhile we had a business to run in unfinished premises. The only solution was to bring in generators. To cut a long and harrowing story short we had the generators in for five months at a huge cost whilst we waited for UK Power to dig up the road, switch off power in the vicinity for a day and provide the power we needed. This job was booked in, only after we had to pay £20,000 deposit. The earliest date slot was two months ahead.

Our electricians prepared all the new cabling ready to connect but the day the work was booked to start UK Power didn't turn up. Frantic calls were made and we were told that it was postponed to the next day and that our electrician should meet the power workers next morning at the substation.

At 8.00 am they duly arrived, opened the substation doors, donned big rubber gloves, put a rubber mat on the floor, changed a fuse, got our electrician to connect up and left by 10.00am. That was all that had to be done! Five months wait, £55,000 cost, including generators, mass energy problems for just two hours work!

Eventually UK Power returned £12,000 to us and we then made financial arrangements with the landlord for the remainder. We have come out of the experience knowing that if we can cope with that situation we can cope with anything our customers may throw at us!

Anyway, back to the premises. They are, in the end, a wonderful place to work. The environment is much enhanced by the new build nature and also the aesthetics. Our architect planned the décor as an ultra-modern industrial unit. To publicise the rent of the units, the landlords had the idea of a European Graffiti Event. They attracted some brilliant graffiti artists to use the unoccupied commercial space and the walls of the complex to be their canvases. We were fortunate in inheriting lots of graffiti in and around the premises. By using some of the painted panels and indeed the art painted on to the walls of our unit we have some unique artworks that brighten up our day and is always commented on by our visitors.

Don't just take our word for it, do visit, even if you are not an Arsenal fan!



Reception Graffiti

STOP ME & BUY ONE

One to one personalisation is really starting to have an impact with several more customers using bolder folders to promote themselves and the new ways of working. We recently

produced fully personalised packs for one of customer's investor's meeting. This included a bolder folder, a "belly band" that wrapped up a box of chocolates, a note book and service directory, all personalised.

The meeting got off to a great start as those present apparently got quite enthusiastic at the innovative introduction placed before them!



BOSS & BPIF BROUGHT US TOGETHER

We are pleased to announce that we have tied up with the directors of Printciples, a litho printing firm supplying the trade.

They have moved in with us and are now an integrated "trading as" part of the Ivor Solution Limited team. Their Managing Director, Luke Chapman, is well known in the industry being on the board of the BOSS Federation and has joined the board of Ivor Solution Ltd.

The company's facilities, including litho, thermo and booklet finishing have been taken on and we trust that combined with us our offer to the trade is far more able, progressive and comprehensive.

Printciples staff have fitted in to our production team in an exemplary manner and are contributing fully to producing great work for our customers.



printciples



IvorSolution

AUTO-LINKING WITH OTHER WEB2PRINT SYSTEMS

Fuat has been working closely with Jeff Birch, Technical Director, with our brand new job automation system. Marrying Cognitu software with standard packages and other web to print systems has been quite a challenge. Shortly, as the result of their pioneering work, we will be able to take all manner of files that are regularly submitted and add them to our own print

queues. These use all the production features of Cognitu to "take" a job through the print factory in the most productive and efficient way.

The system was actually written for a greetings cards customer who anticipated producing 1,000s of cards a day. The system takes the PDF files and the administrative data from our

client's system and reads the information into our automation module. The files are then batched and imposed. Our Indigos pick up the imposed files and the jobs proceed through to despatch very rapidly. All processes are programmed and automated from start to finish.



We often receive requests for pretty complicated work, especially where it is felt that a digital process may exist for a short run.

A recent enquiry was for some personalised serviettes. Our print manager customer had a client that wanted to personalise just eighty. After racking our brains we came up

SIMPLE CAN SOLVE

with the simplest of solutions, a stencil that is used with a marker pen to draw up the names one by one.

The whole job took two hours for a cost of a marker pen. The stencil and time were provided by the print manager's daughter who was rewarded with an extra hour playing computer games!

5 STEPS FOR STARTING OUT IN CONTENT MARKETING

Editors Note

We are pleased to print starting with this issue, specially commissioned articles on subjects we feel of interest to our industry.

By Anna Ritchie, Content Marketing Institute

CONCEPT

The concept of content marketing can be an overwhelming notion for any business owner. Where does content come from? Who does it? How do I find time to do it?

You can. In fact, you probably already are. But to become a content marketing superstar, here are five tips for starting out.

1 STRATEGISE

Many companies are running at such a quick pace, sometimes they have a “throw things at the wall and see what sticks” mentality. But the one thing you may want to slow down and spend some time on is your content marketing strategy. Why?

- SEO benefits (how will people be able to find you online?)
- Reputation (you need to build one)
- Thought leadership (distinguish yourself from the competition)
- You need multiple touch points—frequently—to reach your target audience.

Pulling together your content marketing strategy will help document your objectives and assign actionable activities to them. The plan can be high-level—capturing your goals; key platforms you’ll be communicating on; what your “wants” vs. “needs” are; and prioritising activities so they aren’t overwhelming. Plan the work, work the plan, and leave room for adjustments as you gather lessons learned.

Elements of the marketing strategy include:

- Platforms you will communicate through
- Budget
- Roles and responsibilities
- An overview timing (e.g., quarterly or every six months)
- Measurement tactics to make sure you keep doing the right things—and avoiding the wrong ones.

2 CREATE A MESSAGE STRATEGY

A message strategy is the bones of your content marketing strategy because it’s where you identify who you are and how you’ll present yourself to your audience.

Some things to consider:

- Voice (how do I communicate with my audience?)
- Style guidelines (consistency is key and this is most important when engaging freelancers or outside communicators into your content marketing strategy)
- Audience considerations (how might you need to tailor your efforts for, say, long-term prospects vs. existing customers)
- Key messages: If you can’t sum up in three or four bullet points what your company does and what your mission, vision and values are, then your customers won’t get it.

3 PICK YOUR PLATFORMS

It's important to leverage your newly created content in multiple forms—online and print. From blogs to social media to direct mail to signage, remember that your customers probably won't see your message on all platforms, and it's important to reach them where they are looking.

For small businesses, blogs can act as the hub around which all your content marketing activities are centered. Blogs allow you to demonstrate your thought leadership in educational—and SEO—beneficial ways, at little cost to you and your company. A tip: If you're short-staffed on writers, engage others in your company or consider engaging outside industry thought leaders that you can interview or ask to contribute insights on your blog.

Facebook, Twitter, Google+, Foursquare, LinkedIn, Pinterest—you name it, and someone's telling you that you should be on it. Be careful about where you invest your precious resources and where you distribute your content because you'll want to closely watch over your efforts on each platform and how they are performing. The more platforms you use, the more platforms you'll need to measure, people you'll need to engage with, and places you'll need to update and improve.

Pick one or two by going online and seeing how your competitors are performing on those channels. If they have thousands of Twitter followers, but no Facebook fans, chances are they've found that the platform isn't as conducive to their content marketing strategy as others.

But you should think outside the box, too. Your content will go further if strategically placed on an industry-related forum or community where your key influencers are. Think about where people are talking about the products or services you offer (yes, you can surf social sites as part of your business strategy). Then, get into those conversations (i.e. LinkedIn groups) before trying too aggressively to create new ones (or at least until you have substantial content to offer).

4 PRIORITISE

Getting the meaty content needed to engage your audience isn't easy. As we covered earlier, the blog is a great place to start. But for every blog, there can potentially be dozens of tweets, a couple Facebook or Google+ posts, some group discussion topics on LinkedIn, a webinar, a whitepaper, a conference session, a book.... Things can spiral pretty quickly out of control—and what's likely to happen is that you'll do none of them.

That's why you should prioritise. Think through every blog post carefully, and leverage content from it that might be unique and engaging to your fans, or the broader community. Then, after a few months, think about rounding them up into a newsletter or e-newsletter. See how it goes. Measure and test and measure some more.

Now, if you have the time and budget to invest in something more hefty, try engaging a multimedia element: a webinar is a great way to introduce your company, establish your thought leadership and improve your reputation; as are videos (both are a great source of leads for you to nurture with your ongoing incredible content, as well).

Regardless of what you choose as your top content marketing priorities, make sure you do it well. Slow and steady wins the content race, and if you distribute a ton of low-quality content, chances are you'll lose your readers' trust (not to mention Google's).



CONTENT MARKETING IN REAL LIFE

5 TAKE PRIDE IN YOUR EFFORTS

One of the things I've seen most in business owners is anxiety: angst over their place in the industry, fear about their ability to add value, and exhaustion over all there is to do.

You can do content marketing. In fact, you probably already are. Take your business plan—the roots of your content marketing and where you establish and first communicate your identity. Take all those ideas in your head that lead your business concept, and all the stories about you and your company that you're dying to share. Then put pen to paper, fingers to keyboard and start writing.

Anna Ritchie is a marketing and communications practitioner, focusing on social media, content marketing and online community management. Article adapted from original at Content Marketing Institute: <http://bit.ly/CMIstart>

TARGET COUPON MAILERS – A POETIC UNDERTAKING

In a presentation recorded live at Dreamforce, Jon Miller, vice president of marketing and co-founder of Marketo, and Ann Handley, chief content officer of MarketingProfs, share some of their favorite content marketing examples. One campaign they shared that really hit the mark was the Haiku Mailer initiative from Target.

These mailers, called “Haiku-pons,” contained discounts and coupons served up with brief, creative Haiku poems. This is a great example of how to use humor and a unique approach to an otherwise traditional marketing medium—print—to make your content marketing initiatives stand out. Spicing up the home mailers gave Target a bit of an edge, offering up a dose of personality to brighten up mailboxes.

“BEHIND THE TEDTALK” VIDEO

www.vimeo.com/15743041

The behind-the-scenes mini-documentary of a TEDTalk is a strong example of how companies can use video for their content marketing strategies. Why? Because



it's simple, it's emotional and it's intriguing.

The interview portion of any video is its bread and butter. When interviewing, be sure to capture answers that reflect what the event means to people; consider what people are feeling and thinking. This will make for some powerful content. Another tip from the event is to shoot footage from various angles to make it interesting and unique. Finally, after the event be sure to interview key event participants to capture their enthusiasm and excitement.

THE COMPLETELY LONDON MAGAZINE

www.kfh.co.uk/completely-london/magazine

The *Completely London* magazine was launched in September of 2009, just as the real estate market was struggling, to prove that a print magazine could differentiate the Kinleigh Folkard & Hayward agency from their peers. The magazine's high-end look and feel and high-quality content has dramatically revitalized the agency's visibility. *Completely London* was recently named one of the top 10 brands in the U.K.



CONTENT MARKETING IN REAL LIFE (CONTINUED)

KENDALL JACKSON WINES – QR CODES

Want to learn more about wine before you buy? Kendall Jackson Wines has found the answer in its tags and labels that now feature QR codes. This helps Kendall Jackson offer its customers all kinds of different information at the point of purchase. It's relevant, timely and unique, which can influence the ultimate purchase decision. The code also contains links to its social sites, emails, coupons, commerce and other content pieces.



AMEX'S OPEN FORUM

www.openforum.com

This popular site is designed to provide content to small businesses owners in the subjects that matter most to them, including marketing, management, finances, lifestyle issues and networking. The media site is an excellent way to integrate products and services with lifestyle content/messages. It's more than a community and microsite; it's a collaborative niche site with concentrated messages that focus on the pain points of its customers, where Amex can position itself as the leading expert in everything related to small businesses.

HOW TO AVOID DIS-CONTENT

An important, yet often neglected, ingredient for a successful content marketing program is patience. Sometimes, lots of it. For example, American Express considers its Open Forum content program for small businesses and entrepreneurs a tremendous success. As well it should. Open Forum today has one million subscribers and the site attracts about 150,000 unique visitors per month. However, even with Amex's deep pockets, it took four years for them to achieve the scale they wanted. No pun intended, but credit goes to Amex for keeping its commitment, patience and "eyes on the prize"—and not bailing out too soon.

Examples pulled from 100 Content Marketing Examples e-book from Content Marketing Institute.
<http://bit.ly/CMlebook>

BE A TREE HUGGER: RECYCLE CONTENT!

By Shelly Bowen, Content Marketing Institute

Not all your content needs to start from scratch. Great content comes from a variety of resources — some of which you may already own! You will need to mix and match, edit and clip, rewrite and reinvent, but it's a huge jump ahead.

What's more, cleverly recycling or repurposing content and planning for repurposing through content strategy can save your company money.

Here are some ideas to help you start collecting bits and pieces for your exceptional content:

OFFLINE CONTENT

Dip into your own print materials. White papers, media kits, catalogs, books, instructional materials, notebooks, sketch pads, infographics—anything you have already created can be tweaked or reformatted into new content. Consider how you might repurpose these materials you have to make something new.

For example, your sales kit for your sales reps may have statistics and charts they use to back up claims about your offerings. Take these bits of information and imagine how you can repackage them for your online audience. Are they five surprising facts about running shoe wear? Or maybe you have seven great reasons to prepare in advance for an emergency?

You might also take a video your PR department uses and get everyone in the office to provide a "behind-the-scenes" insight on it.

CUSTOMER SERVICE

Have lunch with the head of your customer service team every quarter. He or she writes responses to and chats with your customers all the time. Use this material to create something useful online.

Whenever I interview customer service reps as part of a content strategy, I always learn of frequently asked questions they respond to with screen grabs and well-loved emails.

This information can be:

- Edited and published as an FAQ or quick tips
- Used to fix parts of your content that are confusing
- Transformed into blog articles that focus on the aggregate issue at hand. For instance, cupcake customers would be thrilled to know that “78 percent of customers are repeatedly asking for the caramel apple cupcakes to come back,” wouldn’t they?

CUSTOMERS

Who is curating those awesome letters, comments, testimonials, quotes and chats from your own customers? Be proactive about collecting and asking for information from your audience about your product or service, and you’ll soon have a wealth of relevant, real-world, SEO-rich content.

The best way to do this? Build it into your customer experience. Imagine—or better yet, map out—the most well-worn customer paths. For example: They enter at Point A, ask questions at Point B, buy at Point C, then they get an email to confirm (you get the picture). At appropriate moments that don’t interrupt the buying process, ask for an opinion, a vote of approval or a review.

Social software like Bazaarvoice and Get Satisfaction can help if you have volume; a simple email box for feedback can work if you don’t. Just be sure there’s someone in charge of reviewing the content and transforming it into something useful for your customers.

ONLINE ARCHIVES

Evaluate your content—articles, blog posts, interviews—that was popular at one time but has now been buried in your archives. Match up a rock star editor with a data analyst to discover and create new from old on a regular basis.

For example, a data analyst might see a spike in site searches for a certain topic—let’s say optimal heart rate recovery times—during June of each year. A content manager or editor could collect heart health and exercise information you’ve already published and use it to create an article on “Eight Ways to Strengthen Your Heart,” and feature it throughout your site and across social media at just the right time.

Or, more broadly, your data analyst might see that any content involving easing neck pain is instantly popular, so your editor might be able to create a whole neck care email campaign based on content you’ve already published over time.

MARKET RESEARCH

You do a lot of research for your own company. Take a look at the data with a different point of view: Would any of it be useful or interesting to your audience?

Take personas, for instance. Many companies—including Chrysler, Microsoft and Delta—create elaborate personas based on research to help them create their marketing campaigns or organise information on their site. Wouldn’t it be fascinating as a customer to know which personalities often go with which products or suite of services? I haven’t seen this done literally, but I keep waiting for the opportunity!

Keep in mind that repurposing content isn’t about copying and pasting. It’s about reinventing and evolving.

Shelly Bowen is principal of Pybop, LLC, a web content strategy consultancy dedicated to helping companies align business goals with online content initiatives. For more than a decade, Bowen has directed and produced web content for innovative businesses such as Intuit and RealAge. Adapted from the original article at Content Marketing Institute: <http://bit.ly/CMIrecycle>



ANATOMY OF A PODCARD



It's A Snap!

Ivor Solution's latest innovation is the fully personalised advertising cover combined with novel business card dispenser.

Podcards are delivered in 5 or 10 books or multiples. Each Podcard contains 25 business cards printed on 340 gsm Fedrigoni Splendorgel, on one side or both sides. Cards can be printed digitally or litho.

The Cover

This is the advertising part, as the cover can be printed with your company brand, colours, products, sales message and printed all over. The power of this is incredible! imagine yourself at a meeting and you seat yourself at the table with your PodCard showing towards your potential customer. They immediately see your advert.

Your Business Cards

As your meeting commences and you exchange business cards you pick up the Podcard and snap out your business card, nonchalantly placing the PodCard back on the table. It is there for the duration of your meeting. An even greater impact will be made if you have colleagues with you, all showing their PodCards.

Your Own Branded Product

For our trade customers PodCards is the name we use for introducing the product to you. You can, in turn, name it your own product when introducing it to your clients so there is full confidentiality maintained. Should you design your own leaflets for the product Ivor Solution will be happy to provide, free of charge leaflets for your distribution.

Process

Podcards are a premium product aimed toward the corporate market and ordered via Cognitu software. Our prices assume that there will be repeat business so that the cover is identical on all orders apart from the identity print with the cardholders name printed on the spine and cover.

Templates are created in the normal way with an additional design showing a sample of the finished product so orderers know they are purchasing PodCards. Cards are ordered in the usual online manner. When Ivor Solution receives the orders in its print queues the fact that particular orders are for Podcards is automatically generated through the template set up. Ivor Solution matches up the cover with the cards and the automated production system does the rest.

Prices and Samples

Print prices are based on quantity of orders expected and will be quoted. Not only a great product but one that adds much value to your business card offering. Do call for samples of this wonderful new product.

THE SIMILARITIES BETWEEN JAVELIN THROWING & PRINT EFFICIENCY

PROFILE OF:

FUAT EKREM FUAT
OPERATIONS & FACTORY MANAGER



Fuat has overall responsibility for factory management. It is a considerable task that requires great technical skills, dedication, will and a clear head at all times.

From an early age Fuat was a top athlete and, as his parents were Turkish Cypriots, represented Turkey in 1996 receiving a silver medal in the national finals. Putting his passion to great use Fuat is now a British National Coach for Javelin for UK Athletics. His main athlete is Elouise who is currently the number two UK female thrower.

Fuat manages to squeeze in his training sessions with his workload and will often be at his desk at 5.00 am getting ready for the days challenges.

He is used to hard work and rapid learning as his father had a fashion business (some say a sweat shop!). His dad never let him rest and he was always on the go trained to get things right first time. But at the same time to be a people person recognising that hard work could always be accompanied by a pleasant, friendly atmosphere.

His methods of javelin coaching is replicated at work where he takes his staff stage by stage until at their peak and that has to be maintained.

As far as the world of printing is concerned Fuat has worked in all parts of the trade. He is exceptionally well versed in using standard packages such as Quark Xpress, Indesign Suite, Acrobat and Pit Stop. So much so that he is an ace troubleshooter, having experienced so many file submissions, that are not that well prepared, to give the best print results. He also is Indigo trained.

Fuat 42 is married to Hayley who is a teacher. They both live in Stansted with their two children Alicia 14 and George 13.

