



## Case Study: SAVEMOR PRINTING

### CLIENT BACKGROUND



SaveMor Digital Printing in Brooklyn, New York, is a traditional quick printer offering offset, digital, and large format printing. SaveMor has a long history of serving the downtown Brooklyn area for over thirty-six years.

[www.savemorprint.com](http://www.savemorprint.com)

### CLIENT QUOTE

*"Marketing Ideas For Printers gave us a platform to build an online presence, and they were everything we were looking for. We've only been working with them for a couple of years now, but it seems like a decade because of all that they have helped us with. Their excellent customer service helps us with anything from tech to answering miscellaneous questions."*

### THE CHALLENGE:

SaveMor Printing was tired of growing at the slow pace of the printing industry. Plagued with questions like "Do we really need this?" and "Could we do it better if we did it differently?" spurred them into evaluating ways to increase efficiency, sales, and their web presence.

SaveMor also desired to make everything as consistent as possible, where all of their workflow pieces fit well together, and everyone was on the same page. Felipe Martinez of SaveMor says it this way: "When you have that level of consistency, it inspires confidence from your customers - the same confidence you can lose from your customers when you're inconsistent."

To give their customers the ability to do it all on their own like they were looking for, SaveMor needed to have the capacity to provide consistent pricing and answers whether their customers ordered online, by email, called into the shop, or stopped by in person.

### ✓ THE SOLUTION:

(As told by SaveMor Printing)

SaveMor uses the website and Print MIS (Odyssey) solutions from Marketing Ideas For Printers for:

**SEO Results.** "Our website helped us take advantage of search engine optimization (SEO), which gave us a greater prominence on search engines when potential customers searched for a print shop."

**The Variety to Pick and Choose the Tools You Need.** "All of the extra tools are great, and a number of our clients have taken advantage of the Private Label Websites."

**The Ability to Customize.** "The unique customization options of the website give us the ability to keep a local image and make people feel like they are still visiting the store when they visit our website."

**Efficient Production.** "The set-up of our new Print MIS, Odyssey, had us walk through our resources to make sure we were running as smoothly and cost-efficient as possible. Odyssey helped us implement some shipping changes that saved us 30 percent on shipping! You don't see growth like that without being forced to look."



**Felipe Martinez**  
SaveMor Digital Printing  
Brooklyn, NY