



Case Study: **SPECTRUM PRINTING**

CLIENT BACKGROUND



Spectrum Printing, "Home of the Happy Printers" is located in Virginia Beach, Virginia, and has won the award for "Best Commercial Printer in SE Virginia" the last five years in a row. They focus on selling "Happy," with a commitment to making the print-buying experience the very best possible.

www.thehappyprinters.com

CLIENT QUOTE

"In any given print process (in a typical shop), you have four to six activities: the initial order takes place, then there's the proofing back and forth several times with the customer, the actual print production, bindery, delivery, and then, finally, invoicing the customer. Online ordering from Marketing Ideas For Printers takes care of more than 60% of that process for me. It eliminates the back and forth of proofing because the customer creates their own product."

THE CHALLENGE:

Spectrum Printing, "Home of the Happy Printers," was focused on selling happy, but struggled getting people to find them. They knew "the economic landscape is not the same as it once was, and the future of print is something you need to consider." They needed a reliable online presence, or their growth would be limited. Focused on SEO and online ordering, they sought a website solution that would get them on page one of Google, make them more productive, save time, and streamline their order process.

What's more, with traditional orders, Spectrum Printing didn't see money from an order until the very last step of the order process. They wanted a way to hurry things up and get paid first rather than last.



THE SOLUTION:

(As told by Spectrum Printing)

Spectrum Printing uses a website from Marketing Ideas For Printers equipped with online design and ordering capabilities for:

A Streamlined Process. "I get paid before the job is even in production with online ordering! I love that! I love getting up in the morning, coming in the back door of the shop, and seeing the orders that have come in – especially new customers."

A Level Playing Field. "A website that gives our customers the ability to design and place an order online means a level playing field to compete against the online print giants. Any printer that believes these print giants won't affect them is crazy."

SEO Results. "Our website is filled with content and built on an SEO-friendly platform, and it has paid off!"

Customer Retention. "Our website with online ordering is like digital handcuffs. Once we get a customer to order from us, they tend to stick with us."



Dick Olenych
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