



Thank you for downloading the **Private Label Website Marketing Kit**. This kit has been designed to help you sell more printing with Private Label Websites! Below you will find some helpful information, instructions, and tips for both the online and offline components of the marketing kit to make your campaign a success.

What's Included

The Private Label Websites Marketing Kit includes the following pieces:

Offline Components:

- Tri-fold Brochure
- Statement Stuffer
- Sales Sheet
- Presentation Folder
- Envelope
- Sales Letter
- Tips and Instructions
- Handout: "Seven Tips for Presenting the Perfect Demo with Your Prospective Clients"

Online Components:

- Personal Prospecting Email
- Broad Marketing Email
- Three Sets of Social Media Posts

Printed Pieces

Here is a list of the necessary information you'll need regarding the offline, printed pieces included in the kit.

Provided File Formats

All files are provided in the following formats: Adobe InDesign Creative Cloud, IDML files for CS6, CS5, CS4, and Press-Quality PDFs. You'll also receive .docx files for the sales letter.

Printing Specifications

Brochure: Full-color, U.S. letter 8.5" x 11", two-sided, tri-fold brochure with full bleeds

Envelope: Full-color, 9" x 12" envelope, printed on one side

Statement Stuffer: Full-color, 8.5" x 3.5", printed on one side, full bleeds

Sales Sheet: Full-color, U.S. letter 8.5" x 11", printed on one side, full bleeds

Sales Letter: Full-color, U.S. letter 8.5" x 11", intended to print on your company letterhead

Presentation Folder: Full-color, 19.5" x 16", printed on one side, full bleeds, die-cut, folds

Fonts

Fonts are provided by Google Fonts, a free, open font resource, and are supplied in the "Document Fonts" folder. If you open the files from within the original packaged folder, the fonts should stay with the document. However, in some cases, you may need to install the fonts on your computer.

Graphics

High-resolution CMYK graphics are supplied in the "Links" folder provided. If you open the files within the original packaged folder, the graphics should remain linked. However, in some cases, it may be necessary to relink the graphics.

Personalization

Don't forget to personalize the artwork for each of these printed pieces with your company logo and contact information to the areas indicated.

Digital Pieces

The Private Label Websites Marketing Kit also includes online components for a complete promotional campaign. Here is a list of the necessary information you'll need regarding these pieces.

Provided File Formats - Email

There are two emails included in the marketing kit.

- One email is text-only and is meant to be a personal prospecting email for a one-on-one, more narrow approach. The text is provided as a .docx file and can be copied and pasted in the email platform of your choosing.
- The other email is meant to be a more general interest or broad email approach. Included in the marketing kit is the necessary text and image files for you to easily recreate the sample email in whatever email platform of your choosing.

Provided File Formats – Social Media

There are three sets of social media posts included in the marketing kit.

- **Text:** You'll find text for three versions of Twitter, LinkedIn, and Facebook posts on the sheet labeled "Social Media Text" included in the kit. You can copy and paste into your social media platform and customize it as you see fit.
- **Images:** The images for the social media posts are included in the marketing kit folder. There are three images to choose from that you can mix and match in your posts as you wish.
- **Samples:** Additionally, within the marketing kit, you'll also find samples of the social media posts.

Remember to add your personal touches and link to your website within the post. You need to provide your print buyer with the next step to learn more, for example, a custom page on your website featuring more information and a phone number.

9 Tips for a Successful Campaign

To ensure you get the best results possible, consider the following tips:

1. The best marketing campaigns are those that hit the right people with the right message at the right time. Be sure to determine your target audience appropriately before sending it. Private Label Websites work best for businesses, franchises, and corporations with a lot of larger, repeat orders.
2. Use ALL of the pieces of the campaign together. You could rerun the same campaign at a different time, but it's recommended the pieces are used together. Consumers need multiple touchpoints to move to the point of decision, and it's that idea that this campaign is based around.
3. Before you launch the campaign, lay out the process and steps accordingly and who will follow up or provide the next step. For example, that might look something like this:

Send broad email - Marketing

Send prospecting email - Marketing

Call prospect to see if they'd like additional information - Sales
Mail folder with all print marketing pieces (or bring with you to demo) - Sales
Schedule demo - Sales
Follow-up - Sales

4. Consider pairing your campaign with a simultaneous digital ad campaign that is business targeted.
5. Print enough brochures and statement stuffers to include with orders and leave some at your front counter. As business orders come through your shop, train your staff to be on the lookout for good candidates for Private Label Websites. You could pop a statement stuffer into their order and then follow-up with a phone call to say, "We think you'd be an excellent candidate for a private online ordering portal. Do you have a few minutes for me to tell you more about it?"
6. Consider adding a custom web page from within your website's Control Center. Click on **Web Pages > Custom Pages** to begin. This would be a good place for you to list additional information about Private Label Websites and provide the next steps for a prospect to take to learn more. For example, make the call-to-action to call or email you for more information. When sending the rest of your campaign components, consider using this page as a landing page, and paste the URL (web address) in all of the corresponding marketing pieces.
7. Don't forget to follow through. Follow up with the customer and prospects you sent the brochure and information to and talk with them about their needs, set appointments for a demo, and educate them on what you offer that will help make ordering printing easier for them. Following through to set up demos will be the best thing you can do to be successful with Private Label Websites. For tips on how to give an impactful demo, see the "Perfect the Perfect Demo" handout included in this kit.
8. Consider adding the names and/or logos of clients who currently have a Private Label Website with you to the brochure or other marketing pieces as you see fit. You could replace the text on the back middle panel of the brochure and instead add something such as, "Portals at Work" or "Join Our Other Satisfied Customers" with existing clients name and logos.
9. Another option for the back middle panel of the brochure is to list qualities that set you apart from your competitors. For example, "Why Choose Acme Printing?" or "Acme Printing is Different. Here's How." Then, list those unique things about your company that will benefit your print buyers.