

Where to Find the Next List of Top 10 Customers

>> 24 M4D Reports

1. Ad Agencies
2. Health Care
3. Retail: Office Supp. & Home Improvement
4. Dept. Stores
5. Gambling/Wagering
6. Automotive
7. Utilities: Gas, Elec.
8. Utilities: Telecom.
9. Travel Agencies
10. Hotel
11. Cruise Industry
12. Banks
13. Investment Co's.
14. Real Estate
15. Insurance
16. Professional Svcs.
17. Wholesale
18. Retail
19. Associations
20. Higher Education
21. Publishing
22. Pharmaceutical
23. Religious Orgs.
24. Miscellaneous

Pricing: Set of eight reports is \$199 for PIA/GATF members; \$500 for non-members. The entire 24-part series will sell for \$499 (members) and \$1,200 (non-members).

At Print 05 last month, the Digital Printing Council (DPC) unveiled what may be the most ground-breaking marketing data ever released by PIA/GATF. The DPC, a PIA/GATF special-interest group, has zeroed in on a major untapped resource. Rather than just tell printers about new sales opportunities, which could mean that they would go untapped (notoriously busy, printers rarely have time for market research), DPC has done virtually all the important legwork.

An advocate for printers, the DPC is a premier program of PIA/GATF focusing on research and awareness about digital and personalized printing to enhance members' knowledge about the complexities—including critical applications, industry trends, business issues, and selling and marketing to customers and customers' customers. The group behind "Marketing 4 Digital" (M4D) includes David Torok, chair of the DPC Advisory Steering Committee; Joanne Vinyard, DPC staff director; RIT professor emeritus Frank Romano as chief of research; supportive industry participants including Adobe, Canon, HP, Kodak and Xerox; researchers from RIT, Cal Poly and Clemson; 20 industry advisors; and administrative and production assistance from PIA/GATF staff under the guidance of the organization's president, Michael Makin.

In the case of the M4D initiative, the DPC and its supporters are talking about marketing to the set of industries that make up 80% of all print buying in the U.S. (listed at left).

"Marketing 4 Digital is a series of in-depth reports on more than 24 vertical markets that are, combined, quite overwhelmingly the biggest print buyers in the country," notes Vinyard.

Under the leadership of Torok, of Dallas-based Padgett Printing, the DPC advisory steering committee recommends critical new topics for research studies, newsletters, reports, white papers and seminars to educate and advise printers about technology, opportunities and trends. (*The Digital Printing Report* has been published monthly for 12 years, and the *Design 4 Digital*

Web newsletter provides a wealth of ideas for graphic arts designers and marketers.)

"What would, ultimately, be any better than giving printers an intimate view of the inner workings of these vertical markets, with input provided by people in those industries themselves?" Vinyard asks. "You not only get primary data—or firsthand information—you get it in those industries' respective contexts. With M4D, printers will learn to

speaking the language of these customers and, therefore, make themselves very relevant to those customers' print buying concerns."

The reports will be applicable to all printing companies, but will have the added dimension of specific information on digital printing markets and opportunities. Each will include a comprehensive market overview, key applications, top organizations represented, information on how to market to the category, and other relevant resources, including trade associations, publications and federal data.

The DPC expects the M4D series to be released in three sets analyzing sales opportunities in eight industries each. The first 16 reports will be available by the end of this year. (The first, on Health Care, was released at Print 05.)

Romano says one of the most important aspects of M4D delivery has been participants' agreement to make the data as immediately understandable and useable to printers as possible. Content includes specific types of print products that the industry produces, and the key opportunities for digital and VDP in those products. It also identifies who the influencers are in print buying and what their "hot buttons" are, plus it recommends key messages that sales staff should use in their pitches.

In addition, M4D seminars will be held at conferences and local affiliate sites. The series will launch next month at PIA/GATF's Variable Data and Personalization Conf. (Phoenix, Nov. 6-9). Beginning in January, seminars on M4D will be presented at 14 local affiliates, at the Executive Leadership Conf. in March, and at other locations throughout 2006.

>> M4D reports spotlight hundreds of hi-pot sales targets.

>> For info. about M4D and PIA/GATF's Digital Printing Council, go to www.gain.net/store.