xerox

Operational Considerations for Implementing TransPromo Training
Put it all together and capture new revenue streams

The time is now. The opportunity is enormous. TransPromo is the fastest growing segment of print because it combines high-volume transactional printing with high-impact marketing programs. But getting marketing, IT, creative and production on the same page requires a smooth integrated workflow.

This workshop takes you through the process, starting with an overview of how sales and marketing are involved in TransPromo, and how that will effect the total workflow.

Application Services

A step-by-step approach to get you into the game

Sure it's easy to say "Let's add marketing messages to our invoices and statements." But if you're the billing operations manager, Data Center or IT professional that has to figure out how to do it, you just may need some help.

Need some help?

Combining promotional marketing messages with your transactional printing requires a few adjustments in the design of the document, data preparation, marketing content, and composition and printing of the TransPromo statements and invoices.

Operational Considerations for Implementing TransPromo:

- How to design forms and prepare data for maximum impact
- Data mining, decision trees and rules for adding relevant text, graphics and marketing offers
- Pre-production steps for job-splitting and optimizing postal discounts
- Print production in monochrome, highlight and full color
- Post-production data storage, tracking, dashboard reporting plus fulfillment

Add the power of cross-media to your TransPromo programs

Learn how to add multiple delivery methods to your program to increase effectiveness with personalized urls (purls) and e-presentment of your TransPromo campaigns.

Move from commodity printer to strategic partner

TransPromo gets you out of the commodity business and into more strategic relationships. You will learn to effectively interact with marketing and to provide valuable ongoing services for tracking response, managing assets and data.

Help where you need it most

Digital printing is an opportunity that is here for you right now. Xerox wants to help printers like you to maximize profitability and provide a foundation for long-term success. Our Application Services are designed to give you the help you need. It's all part of our total commitment to providing The Right Business Model, The Right Workflow and The Right Technology℠.

Operational Considerations for Implementing TransPromo

This is an invaluable workshop for services bureaus, enterprise marketers, and anyone who wants to get in on one of the fastest-growing categories in the industry. It's taught by people who have been at the forefront and the front lines of TransPromo. Our experts can guide you through the workflow process in a step-by-step approach with examples from the real world on what to do and what not to do.

For more information on our comprehensive collection of Business Development Services, contact your Xerox representative or visit us at www.xerox.com/businessdevelopmentservices

Printed on a Xerox iGen4™ Press on Xerox Digital Color Elite Gloss 100 lb. Cover.

xerox