



Graham Plant at the ADMA Forum 2010.

Every time a new media technology arrives on the scene it brings with it predictions of the death of previous channels. Radio was supposed to signal the end of reading; film the end of radio; television the end of film and of course, the internet the end of everything. It never happens. The new technology simply expands the prism of communication options, finding its own place in the mix.

Printing is currently supposed to be under attack from the digital world and if you listen to many supporters of internet-based marketing communication channels, you would be forgiven for imagining there will be no print used in marketing in the future.

When Graham Plant, executive general manager of PMP Digital and Pacific Micromarketing, presented at this year's ADMA Forum, he addressed the question: is print dead? His response was unequivocal, "No, I don't think it is. I think it is alive and well, especially when integrated with online."

It is natural for those pushing new technologies to make the most of the medium, but if there is one thing this ADMA Forum has demonstrated, it is that there is no 'killer' marketing channel that can work effectively on its own. A multi-channel world requires marketing services providers to deliver messages across different mediums—including print and online.

Across the universe

True multi-channel marketing requires more than just click throughs and interactions via social media. It requires a bricks and mortar approach which includes targeted data and consumer insights, large printing presses and real-world logistics. It also requires the ability to repurpose imagery and creative for many different channels, including advertising, web, eDM and DM, in-store point of sale and catalogues.

PMP has expanded its business to become one of the most sophisticated marketing services providers in the industry. With a comprehensive suite of smart marketing solutions PMP can help clients to target, shoot, create, print and deliver effective messages to their key customers. These solutions include:

- data-driven market and customer analytics—Pacific Micromarketing
- photographic services—Dimension Studios

Making sense of multi-channel marketing

PMP IS NOT ONLY ONE OF THE LARGEST PRINTING COMPANIES IN THE REGION IT IS ALSO ONE OF THE MOST COMPREHENSIVE SUPPLIERS OF MARKETING SERVICES. AS A PROVIDER OF MULTI-CHANNEL MARKETING SERVICES THAT INCLUDE CONSUMER INSIGHTS, PHOTOGRAPHY, CREATIVE SERVICES, MARKETING AUTOMATION, PRINT AND DISTRIBUTION, IT WAS APPROPRIATE THAT THE COMPANY SPONSORED THE MULTI-CHANNEL CONFERENCE STREAM AT THE RECENT ADMA FORUM.

- creative production, premedia and workflow solutions—Dimension Solutions
- multi-site catalogue and magazine printing, and book printing—PMP Print and Griffin Press
- targeted letterbox distribution, and magazine and book distribution—PMP Distribution

“... not all consumers are created equal.”

“It is our ability to deliver marketing campaigns from concept to fulfilment that sets us apart. Our clients recognise this and we are proud to provide services to a number of industry leaders,” said Graham Plant.

A channel for every occasion

An evolving range of channels can make it difficult to decide on the right mix. Marketers need a supplier that has the capacity to respond to multi-channel decisions and investments. Often the first step is to understand which channels will work best.

According to Graham Plant, consumer insights are key to developing effective campaigns. “Use of transactional, behavioural and other customer data will help you to develop an understanding of who your customers really are—or who you want them to be,” he said.

This is where Pacific Micromarketing's research of over 15 million adult individuals across Australia and New Zealand comes

into its own. When combined with neighbourhood classification system, Mosaic, it allows marketers to bring their target market into focus and help decide which channels to use. Geospatial, market and customer analytics, customer modelling and segmentation information, direct marketing lists and data management are all tools of the contemporary direct marketer. And, all are part of the PMP group's skill sets.

The combination of Pacific Micromarketing's digital and database expertise allows it to deliver sophisticated online channel marketing. But as Plant points out, “not all consumers are created equal.” Traditional offline methods such as catalogue and letterbox delivery continue to play a critical part in the marketing mix. It is important for marketers to align their online and offline messages in order to maximise the benefit of a multi-channel campaign.

The key is to make it easy for customers to build a relationship with your product or brand. Combine social media with traditional mediums. Ensure point-of-sale and catalogue initiatives are all on message and provide a means to interact with your brand. This is set to become simpler with the recent addition of PMP's marketing automation solution, DMarketer.

DMarketer is designed to help marketing departments protect and enhance brands by improving campaign planning and production across multiple communication channels and site locations.

“The launch of DMarketer demonstrates PMP's commitment to provide innovative products to best meet our customers' communication needs,” said Richard Allely, chief executive officer, PMP Limited. “Its advanced mature technology is flexible enough to support current communication channels of magazine advertising and printed catalogues and emerging applications of web and mobile technology.”

With the printing power of PMP and the continuing development of its marketing services portfolio, the company is fulfilling its goal of being a one-stop-shop for the marketing industry. 