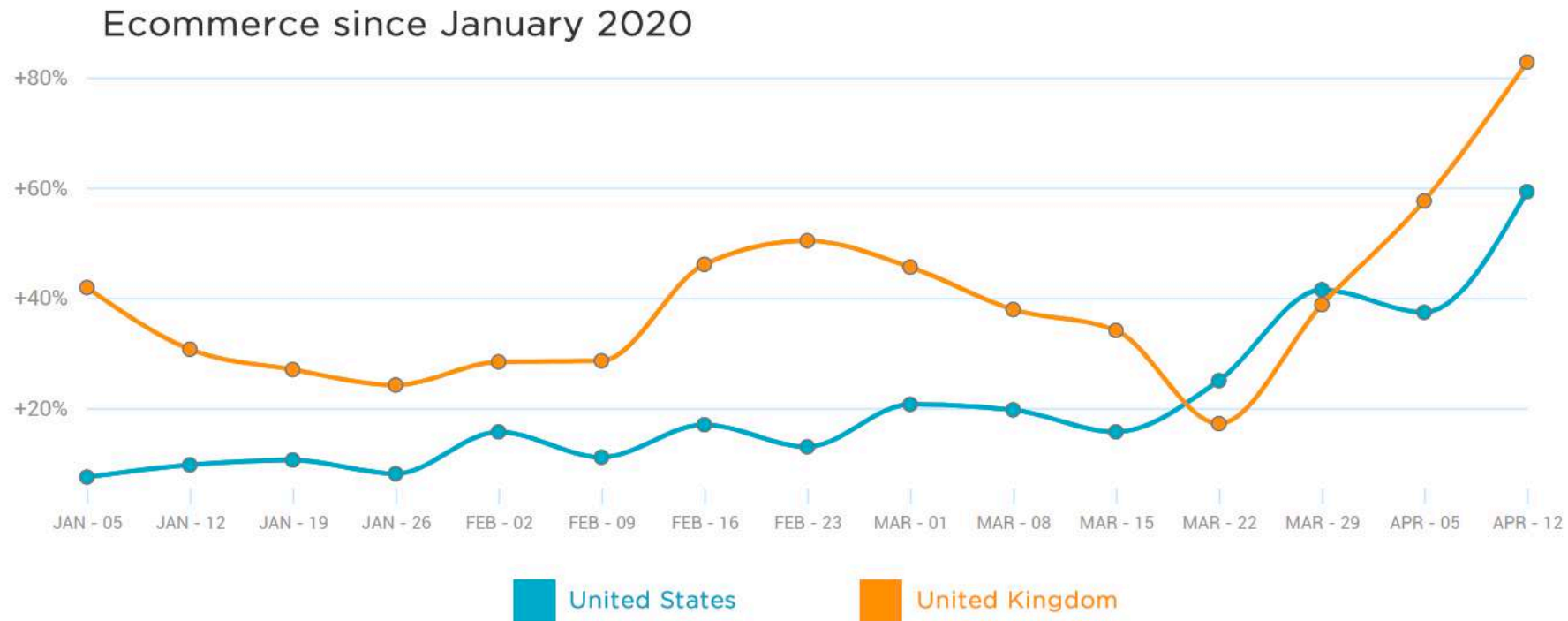


Growth markets for 2021



- What need is a fast growing market with budgets that deal in real products and real touchpoints
- We need to work in Channels where print is proving most effective with better ROI

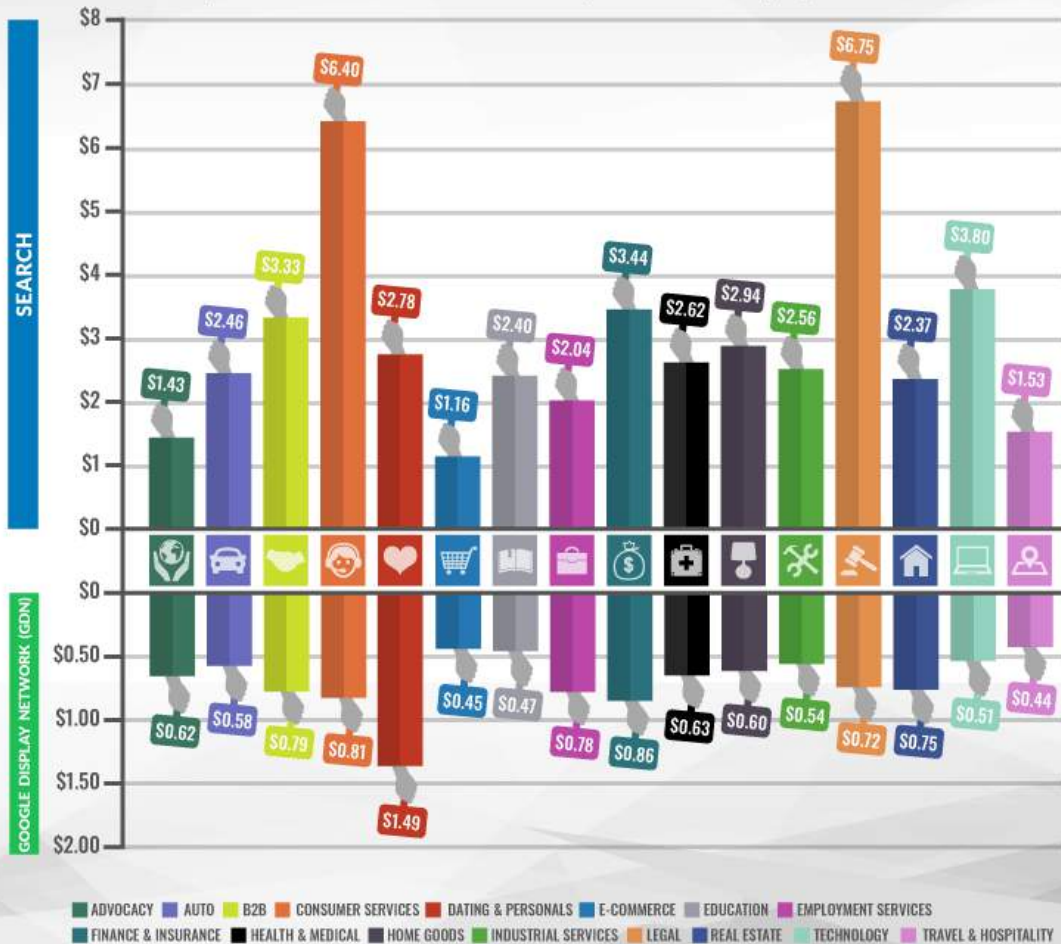
The 2020 shift to e-commerce permanent is the changing habits of Britain's older 40+ demographic



GOOGLE ADWORDS INDUSTRY BENCHMARKS

AVERAGE COST PER CLICK

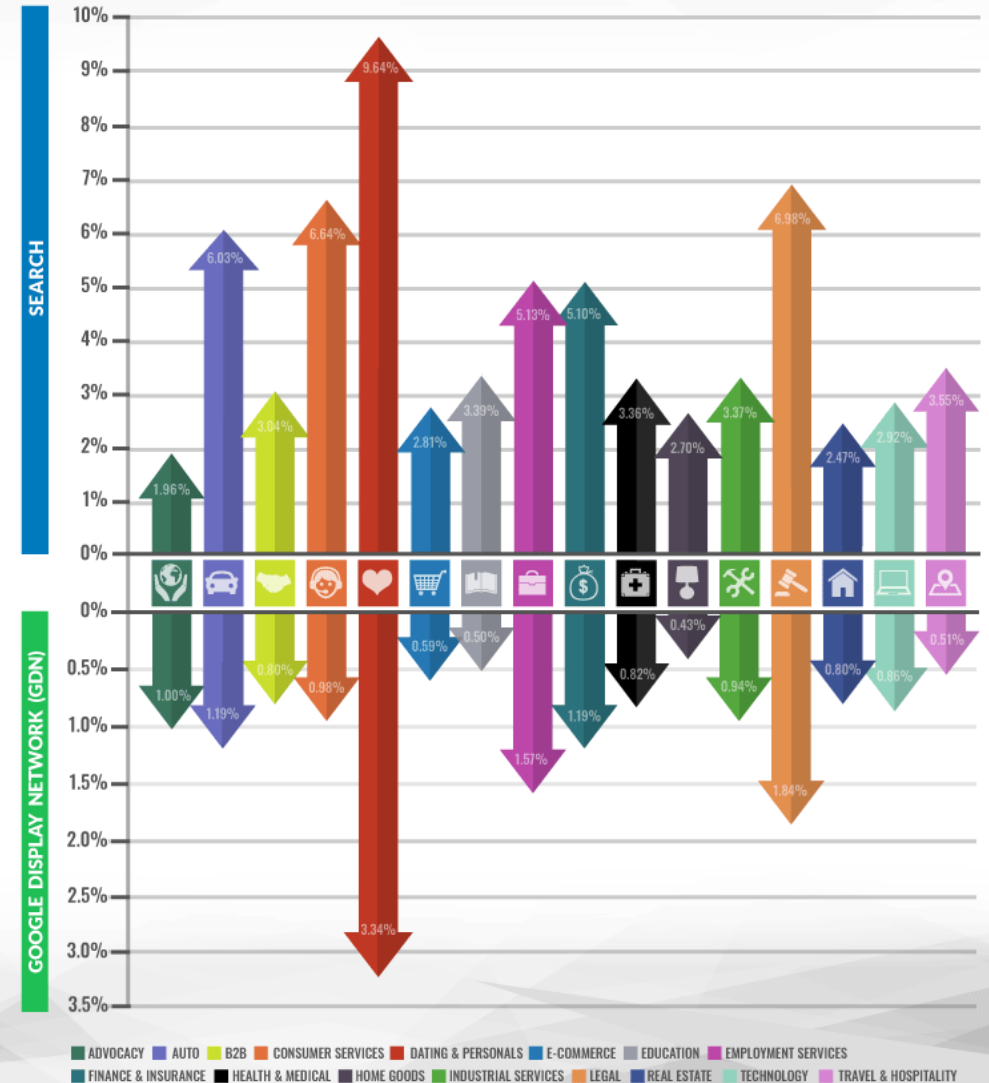
The average cost per click (CPC) in AdWords across all industries is \$2.69 on the search network and \$0.63 on the display network.



GOOGLE ADWORDS INDUSTRY BENCHMARKS

AVERAGE CONVERSION RATE

The average conversion rate in AdWords across all industries is 3.75% on the search network and 0.77% on the display network.



- CPA Cost Per **Action** \$50-\$143
- But an action can be a sample request not a purchase
- CTC Cost Per Trading Customer \$100-\$283
- So Digital is not Cheap
- Neither do you pay it once
- Brands continue using PPC to pursue customers they already have around to internet
- So the will incur click charges at an average of \$2.69 each every time just to get you back to look at a page
- The agencies justify this as ROAS Return On Advertising Spend

Brand Acquires customer for \$150

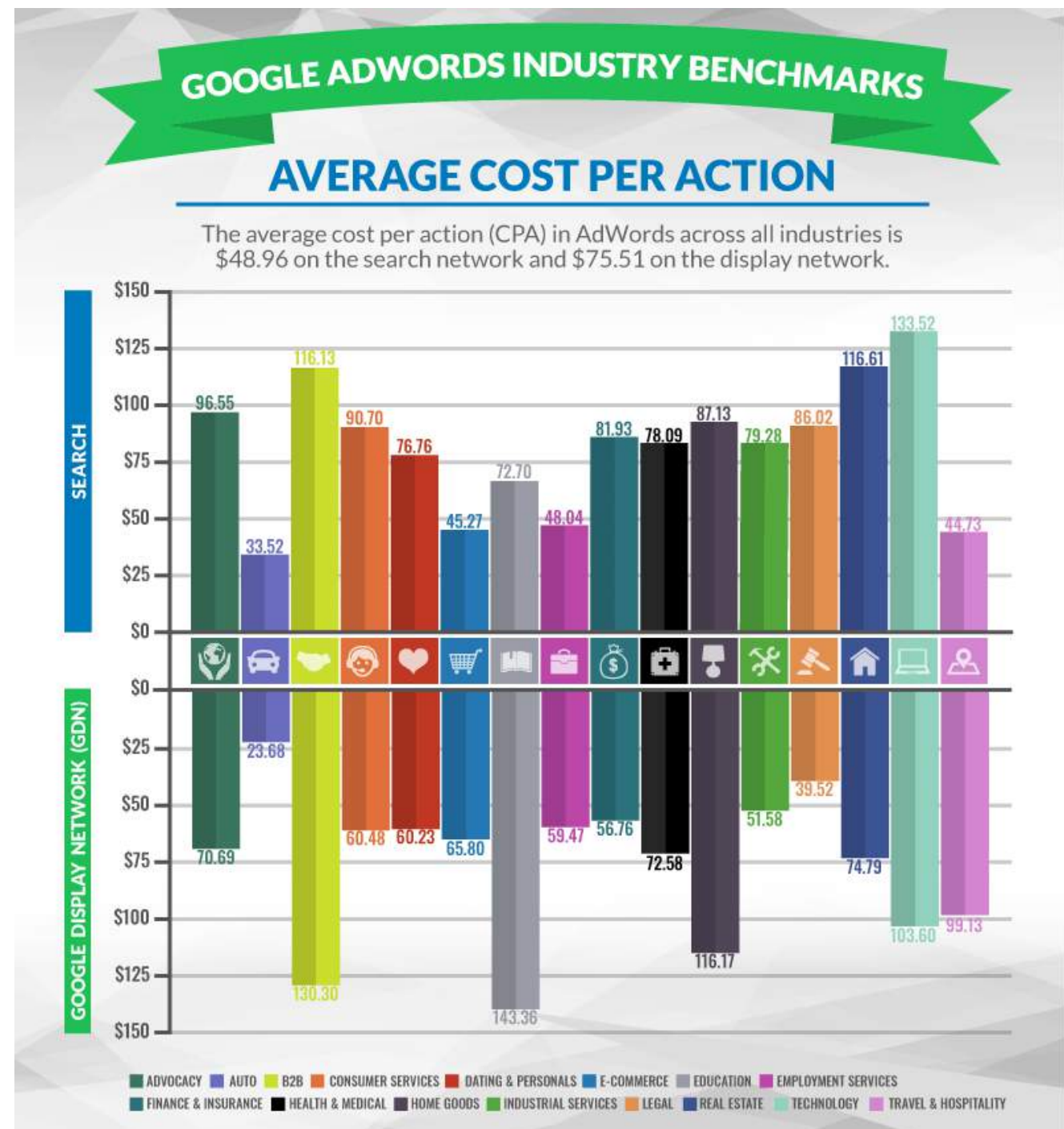
They then spend say another \$50 on intent based pursuit a year

What do you have to sell year one to be square \$400

What if what you sell say Birthday Cakes?

Then you use LTV Life Time Value

\$80 x 5 years = \$400 ????



So two numbers to keep in our heads

- New Customer acquired through PPC £100.00
- Showing any customer anything on PPC £2.00 every time
- The numbers are clearly eye watering and there lies the opportunity for print
- Businesses supplement digital investment with Word of Mouth now called NPS i.e every customer we invest in gets us 3 new ones for free
- NPS is powered by experience, product and Branding (that's where we come in)

It all seems crazy doesn't it, how did we get here

- Analytics!
- The digital platforms provide mountains of data
- They tell brands CPA, **CP Aquisition**, LTV
- They provide data that shows links between first purchase and further purchases.
- We can use this understanding of customers to tailor smart print products to do a better job with a better ROAS by a mile.

Customer gets Customer (word of mouth) (word of social) NPS

- Brand sends 50 orders a day @ £45.00 that's £2250 a day (nice business)

Brand Sends 50 orders per day @ £45.00 AOV		
Orders per Month	1000 packs	
They use a standard box		
1000 bespoke box liners to size (digital)	£90.90	
2000 labels	£55.52	
1000 Foil labels box seal	£101.00	
Thank you card	£24.66	
Total	£272.08	
That's	£0.27 per pack	
Unboxing gets shared 200 times	£400.00	Digital Value
Word of mouth gains 10 customers LTV £150.00	£1,000.00	Value

In Box Media gets next sale today and improves NPS

- Brand sends 50 orders a day @ £45.00 that's £2250 a day (nice business)

Brand Sends 50 orders per day @ £45.00 AOV			
Orders per Month	1000 packs		
Design	£160.00		
Print 5 different versions of 8pp brochure	£320.00	Print	
Based on customer type Male Female			
First purchase			
Showing other related products			
Story of the brand			
Total Cost	£480.00		£0.48 per pack
1000 drops			
Response rate as intent is proven 10%			Cost per sale
100 repurchase	£4,500.00		£4.80
Gross Profit	£2,250.00		£22.50
Word of Mouth NPS improvement	£1,000.00	Value	

Now is the time for Door to Door 2021 is local



Google reports that 46% of all searches have what's called a local intent. What's more, it's a trend that's growing. According to Chat Meter, "near me" or "close by" type searches have grown by more than **900%** from 2016.

More than 50% of Adults Employed @ Home

Door Drop

Commercial interactions up 58% YOY

Interaction 2020 is 3.2 per item

3.2 interaction is worth £6.00 in digital click

Q2 2020 18% resulted in commercial actions

Lifespan of door drop is 6.9 days

85% of door drops with local content are engaged with and 75% are read. (Click)
(Awareness)

These are both 10% higher than those without local content.

Local is trustworthy

Door Drop is not so blunt

- Garden homes only
- Detached
- Semi detached
- terrace houses
- flats
- Age ranges
- Avoid Council estates
- 1 mile radius around postcodes.
- 3 mile radius around postcodes.
- 5 mile radius around postcodes.
- 10 mile radius around postcodes.
- Low income areas
- High income areas
- Businesses only
- Ethnic areas (Asian communities only etc)

Business Case Local Business Launching new Service

- New Restaurant opening in Woodford Broadway
- They want to target ,Avoiding Council estates ,3 mile radius around their postcode, High income areas
- We will provide you with demographic break down by postcode
- Turns out there were 83,000 households !!!
- So lets target 10,000

We can take our pick from demographic

Id	SECTOR	H_HOLDS	D_DET	D_SEMI	D_TERR	D_FLAT	SG_AB	SG_C1	SG_ABC1	SG_C2	SG_DE
Catchment 1	E18 1	3295	106	984	1030	1171	1048	954	2004	342	337
Catchment 1	IG8 0	3542	1094	996	462	986	1055	863	1916	268	227
Catchment 1	IG5 0	5861	437	3158	1038	1224	1097	1540	2637	693	945
Catchment 1	E17 5	6828	332	965	2793	2709	1101	1917	3018	1033	1727
Catchment 1	IG2 7	4918	252	1164	2139	1356	1113	1271	2384	648	966

Business Case Local Business Launching new Service

		Gross Profit
First Purchase Value	£45.00	£11.00
Spend per annum retained customers	£190.00	£76.00
Retention	25%	

Business Case Local Business Launching new Service

	10,000
Desgin and Support	£100.00
Print Cost 250g/m uncoated A5	£195.00
Dropping @ £159 / 1000	£1,590.00
Total	£1,885.00

Desgin and Support	£100.00
Print Cost 140g/m uncoated A5 8p	£660.00
Dropping @ £159 / 1000	£1,590.00
Total	£2,350.00

Business Case Local Business Launching new Service (10,000 door drop)

Investment	£2,350.00	DD Cost	PPC Cost	Google
3 Interactions per piece	24,000	£0.08	£2	£52,000
Commercial Interaction 18% lets do 5%	500	£4.70	£104.00	
500 new customers 1 year vlaue				
500 initial sales	£22,500			
125 repeat sales year	£18,750			
125 repeat sales year 2	£23,750			
125 repeat sales year 3	£23,750			
Customer gets customer from 500 say 50	£8,875.00			
Total Revenue from Door Drop	£97,625			
Total Gross Profit	£39,050			

		Gross Profit
First Purchase Value	£45.00	£11.00
Spend per annum reatined customers	£190.00	£76.00
Retention	25%	

		gross profit per customer		Google Averag
Cost per new customer for 500 5%	£4.70	£78.00		£104.00
Cost per new customer for 250 2.5%	£9.40	£78.00		£104.00
Cost per new customer for 125 1.25%	£18.80	£78.00		£104.00
Cost per new customer for 62 0.65%	£38.00	£78.00		£104.00

2020 has turned the dismissed QR code into an everyday essential



80% of smartphone users said they have scanned a QR code at least once in 2020 - 40% last week

What changed, Apple include the Scanner in our camera!
Covid means Granny knows how to use one
A QR can prove the response to what we print with unique URL
Its Print's click through

Link to a website or landing page
Send a text message or email
Direct users to leave a review on Yelp, Clutch, etc.
View message or access special offer
View Google maps location
Direct to the social media profile
Marketers can then apply these codes to any offline ad creative that drives users to the next step in the process.

Event posters, brochures, or flyers
Product packaging
Business cards
Conference displays
Postcards, mail and door drop

2020 was challenging on so many levels
2021 looking better already , what to expect

