Four Strategies for SMEs to Create Successful Online Print Business

Every business is moving online and more and more end users prefer a hybrid business model, where the service provider is offering personalized service and easy ordering facility Research indicates the majority of buyers' research online before purchasing.

Now SME printers challenge is no more if they want to go online, but how to create a successful online model? As a major challenge of SME PSP's who have already gone online or planning to go online is a striking balance between learning online business strategy and focusing on day to day print production as they have smaller teams to multi task.

Day by day, online marketing is getting more complex as users getting matured, google & social media platforms are constantly updating algorithm and features.

Recent research to understand the major challenges of SME business during setting up online business indicated - 66% Small-business owners cited, "Online Marketing Challenges", 56% indicated "Finding New Customers", 43% indicated "Not Having Enough Time" and 60% indicated "Having to Wear So Many Different Hats

> The Major challenge with this option, is how to define and set up processes in an online world to grow a strong relationship where both partners can work independently focusing on their strengths

Four Options SME printers have to create successful online business strategy as below

Option 1

Do it your self

Taking out time to learning all online marketing mediums available out there and start exploring them to build online presence right from the website to social media pages. The continuing challenge in this solution is Time Factor. With limited time, focusing on core activities becomes difficult while learning online marketing

Option 2

Hiring In-house Marketing Experts

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Option 3

Hiring Marketing Company or Consultants

Outsourcing online marketing to consultancy/agency may help concentrating on core activities at the same to time keeping brand updated on the internet. As above solutions, this could come with its own challenges like lack of communication, budget and meeting expectations

Option 4

Establishing Partnership with Marketing Experts

SMEs looking for building a strong online presence to get the competitive advantage while focusing on what they do best their business, building up partnership could prove as"Win Win"situation As partners, both would be equally responsibleand committed to grow the business The Major challenge with this option, is how to define and set up processes in an online world to grow a strong relationship where both partners can work independently focusing on their strengths

Solution to quickly set up Partnership network

OnPrintShop team over 5 years working with SME Print Service providers has developed ready to use integrated solution specially designed for them to quickly set up partnership network and automate order management to delivery orders quickly and reduce cost

The solution allows you to offer your partner online w2p store with latest and most robust online tools to set up branded print ordering store for retail and corporate clients. So now partner can focus on online marketing mark up pricing, set up content design templates, discount offers and keep changing strategy as per his target audience. And all orders will be processed by the printer, without his intervention

Once an online order is generated, order and payment will directly go to PSP system has inbuilt order management to simplify and automate ordering process The solution will auto generate a print ready file, job ticket, shipping label and invoice also has the capability to directly push new orders in into printer's workflow using XML/Hot folder automation

Add new products and partners to expand revenue and outsource printing using Vendor module. We have highly successful clients whom we are managing since last five years providing personalized support, consistent upgrades and constantly improving user experience

Solution and OnPrintShop team helps SMEs to build a strong online presence without having much knowledge, resources and capital

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For more visit
http://www.onprintshop.com/trade-printer-solution.html
or talk to our Web2Print Expert
http://www.onprintshop.com/contact-for-web-to-print-solution.html

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