

POSITIVE 

Supercharge Marketing Efficiency

How you can go to market
quicker than ever before
by changing the way you
order print.

Streamline your journey to market

Does this scenario sound familiar? The England team has unexpectedly reached another final. With some winning Cup deals and discounts, this could spell a bumper weekend for your business.

But how on earth can you get all the necessary promotional materials to ALL your sites, especially as they need to be personalised with the right details for each location? You must also ensure that all your assets, up and down the country, have the most up-to-date branding.

While this situation may sound more nerve-racking than watching a penalty shootout, there will be marketing directors who calmly step up and slot away the opportunity. In contrast, others panic, put their heads down, hit the ball as hard as possible, and hope for the best.



POSITIVE 

So how can you ensure that your entire business can calmly take advantage of these unexpected marketing opportunities, while minimising waste, optimising budget, ensuring brand consistency when time is against you?

The answer lies in POSITIVE+ Online, a revolutionary print ordering service that reduces turnaround from weeks to days.



In this guide

we'll explain how POSITIVE+ Online guarantees:

Streamlined Ordering



Easy-to-use and accessible from any browser, drastically cutting down the time required to initiate and complete print and merchandise orders.

Speed to Market



Faster ordering with rapid print and delivery turnarounds - empowering businesses to get to market faster.

Cost Efficiency



Online templated artwork to reduce design bills, cost-effective printing methods, reduced wastage and detailed reporting of marketing spend.

Brand Consistency



Locked-down elements on templates to protect your brand coupled with high-quality printing to ensure brand consistency across all media.

We're currently supercharging

unum®

PUTTSTARS
from TV Hollywood Bowl

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ODEY
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TGI FRIDAYS

WARNER BROS.
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★ Hollywood Bowl

CHESTERTONS

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Traditional print suppliers could be holding your business back

Ordering print can be a long, cumbersome process. This isn't great when you want individual sites to be as nimble with their physical marketing as they are with their social media.

For example, if a local sports team has won a cup or promotion, that site may want to run a specific promotion or campaign.

However, this could involve:

- Searching through various folders for the most up-to-date branding.
- Checking that it's the correct file type for the product/material that's being printed.
- Being circulated to colleagues for checking and proofing.

And that's before it's even been sent to the printer.

The email thread then develops into a debate on how much print is required. This is a relatively unique campaign, and neither you nor the site manager are even sure how much of their print budget this site has already used for the quarter.

After days of emails, you finally put the order into your print providers, and you and the site manager cross your fingers, praying that all the assets will arrive on time.

As we said, it's a long, cumbersome process with plenty of scope for miscommunication, leading to delays and error.

Take out all the guesswork with POSITIVE+ Online

By investing in an online print portal, such as POSITIVE+ Online, you eliminate many of the laborious, time-consuming processes (which can lead to costly errors) when ordering print.

POSITIVE+ Online is a revolutionary approach that enables you and designated users to order, customise, and approve printed materials with just a few clicks. All your marketing assets are hosted on a personalised, branded storefront.

You can designate precisely who has permission to access specific products and templates, while locked template enables users to personalise materials with location-specific information without compromising brand consistency.

And as we explain below, the platform significantly reduces the time it takes to go to market, so you can supercharge your reactive marketing and execute a campaign within days, if not hours.

This enables your business to be more flexible and efficient, guaranteeing you meet tight deadlines and maintain brand consistency across different printed materials.



Streamlining the print ordering process



One of the primary benefits of an online ordering portal is the speed and ease at which you can order.

With POSITIVE+ Online, for example, you can set different user access, permissions, and restrictions. This means that each user only sees the products relevant to them, so they don't waste time scrolling through irrelevant designs and products to find what they need.

For example, an assistant manager accessing the portal would only see and be able to order the latest menus and specific seasonal promotional products for their particular restaurant.

Meanwhile, in addition to this, the site manager would have access to branded hats and uniforms (but are restricted to 10 new uniform items a quarter before a senior manager has to approve additional orders).

By consolidating print orders into a single, user-friendly interface (which can be accessed on a browser on most devices), the platforms eliminate the inefficiencies of dealing with multiple vendors and disparate systems. This centralisation ensures consistency in branding and print quality across all materials.

Automated notifications and real-time tracking allow you to monitor the status of your orders, providing transparency, cutting out unnecessary email and phone conversations and reducing the likelihood of errors or missed deadlines.

Speed to market

This streamlined ordering process means you can get to market much quicker than you would with traditional processes. As we mentioned above, lead time is significantly reduced in the ordering process, as jobs can be placed within minutes.

POSITIVE+ Online also incorporates automated approval workflows and order tracking features. These tools streamline the review and approval process; for example, users receive an instant warning if an image isn't of the right resolution, or if there is any other issue with the content, rather than getting an email two days after submitting the artwork).

Online portals also offer certainty around delivery and fulfilment deadlines, with guaranteed turnaround times.



Automated tracking systems provide clear insights into the status of print orders, ensuring that businesses are always informed about their delivery schedules. This transparency allows for precise planning and coordination, eliminating the guesswork and anxiety associated with uncertain delivery times.

Because you are using one trusted partner in POSITIVE+ rather than several suppliers, you know exactly when your products will arrive and can expedite the job.

In short, you can react quickly to market trends and events without worrying about critical elements of your print campaign lagging behind others.

Cost savings

and budget optimisation

One of the primary benefits of an online ordering portal is the ability to reduce costs and stringently manage your budget.

As we have mentioned above, quotas and budgets can be set in advance, with approval required if specific sites or individuals exceed their budget or product quota.

This obviously ensures that sites don't go over budget but also gives you a 360-degree, real-time view of your printing budget. Decision-makers can track expenditures, optimise budgets, and make informed choices on the fly.

This means that every pound spent on print marketing is accounted for and used effectively, driving better financial outcomes, maximising return on investment and improving future forecasting.

However, the technology behind your online portal, which directly integrates with the POSITIVE+ workflow, significantly reduces waste by batching similar jobs together.

With an online ordering portal, you print only what you need, when you need it, minimising waste and cutting unnecessary costs.

This not only means that you are always quoted the most cost-effective price based on the materials and processes used but also that you can create mass personalisation at a similar cost to bulk orders.

In the past, customising print materials for individual customers was prohibitively expensive. POSITIVE+ Online enables you to create tailored marketing materials without the hefty price tag.

Enhanced brand consistency

Maintaining brand consistency can be a major headache when you're responsible for several sites. Ensuring that every piece of printed material adheres to your brand's identity across various locations is a challenging task that requires meticulous attention to detail.

However, POSITIVE+ Online simplifies brand consistency by streamlining this process. The platform centralises control over brand assets and templates, enabling you to manage and distribute approved brand elements from a single, unified system.

This means that all printed assets—from business cards to flyers to banners—adhere to the same design standards, regardless of the materials they are printed on.

Additionally, POSITIVE+ Online allows you to set up permissions and lock in templated elements, ensuring that only senior members of the design team can edit specific components.

This capability allows individual sites and team members to customise promotions and content for their particular needs without risking unintended errors that could harm your brand.

In summary, anyone with access to the platform can personalise designs with specific names, images, addresses, or contact information while still maintaining strict adherence to brand guidelines. This approach not only safeguards brand integrity but also enhances efficiency and consistency across all printed materials.



Work with a trusted agency partner

At POSITIVE+, we have decades of experience in the marketing and printing sectors. By marrying the latest cutting-edge technology with our in-depth expertise, we are well placed to help you implement a print process that simplifies the ordering process, significantly reduces speed to market, optimises budget, and ensures brand consistency.

Having worked with some of the biggest names in the UK, we can tailor a platform and workflow to your exact business needs and eliminate many of the headaches associated with ordering print and merchandise. If you are looking to streamline your journey to market, we would love to help!



TGI FRIDAYS

“ We’ve recently onboarded POSITIVE+ and it has been incredibly smooth sailing. The team successfully migrated our 80+ restaurants to the Online Ordering system in record time and are providing excellent account management for our stores and Marketing Team. Our key aim was to be able to be reactive and get to market quicker, and the POSITIVE+ Team have gone above and beyond to make this happen for us. ”

Ready to get started?

Find out how to supercharge your marketing with a tailored 1-to-1 demo or contact us to get in touch with one of our industry experts.

Book your Demo: www.wearepositive.com/bookdemo

Contact us: www.wearepositive.com/contact

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to flourish



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