

POSITIVE +



KEEP CALM
AND
CARRY ON
MARKETING

Get to market before your competitors

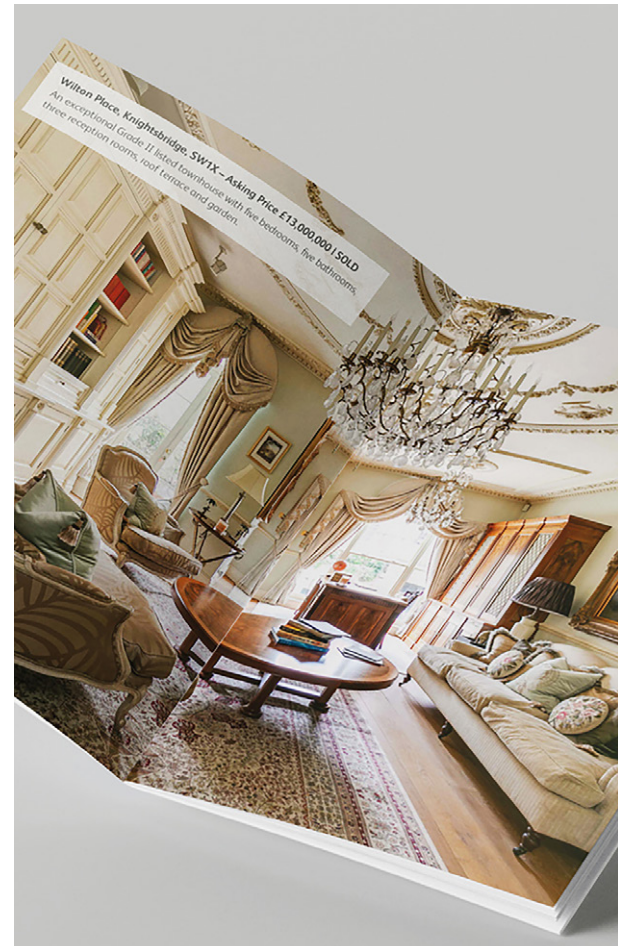
The chancellor had teased a government lifeline to the faltering property market but no one expected THAT! Whether it's a change to stamp duty, a sudden rate cut, or further tinkering with landlord tax relief, businesses need to be able to react immediately when there's movement in the market.

But when the marketing team is already juggling several tasks, and you suddenly need to launch a campaign within days, providing a range of assets, for several different branches, it can all get a bit too much!



So how can you calmly react to these types of opportunities and get to market before your competitors while minimising waste, optimising budget, and ensuring brand consistency when time is against you?

The answer lies in POSITIVE+ Online, a revolutionary print ordering service that simplifies the design and ordering process, reducing turnaround from weeks to days.



In this guide

we'll explain how POSITIVE+ Online guarantees:

Easy Ordering

An intuitive online interface, provides slick user experience, while automated proofing ensures jobs are submitted without delay.

Personalisation & Customisation

Customised products with dynamic design options, enabling businesses to offer personalised solutions that resonate with their target audience effectively.

Faster Go-to-Market

From order to shipping, you can launch a campaign within 48 hours, as cutting-edge technology automates data transfer and manual processes.

Stress Reduction

Online templated artwork with locked brand elements allows teams to ensure brand consistency without constant marketing oversight across numerous branches.

We're currently supporting



The stress of reactive marketing

Print is still an intrinsic part of marketing strategy for many industries.

The property market is a prime example, with a heavy focus on more traditional marketing and advertising methods – such as mailings, brochures and window cards.

And that's not forgetting other branded merchandise and office supplies, ranging from umbrellas to key tags and business cards.

However, even launching a direct mail campaign at short notice can cause the marketing team considerable stress.

Not only do they have to ensure that the branding is up to date, but they might also have to make subtle changes to ensure the campaign is relevant to different regions, so four separate versions and print runs are required.

Stay calm with POSITIVE+ Online

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

POSITIVE+ Online is a revolutionary approach that enables 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.

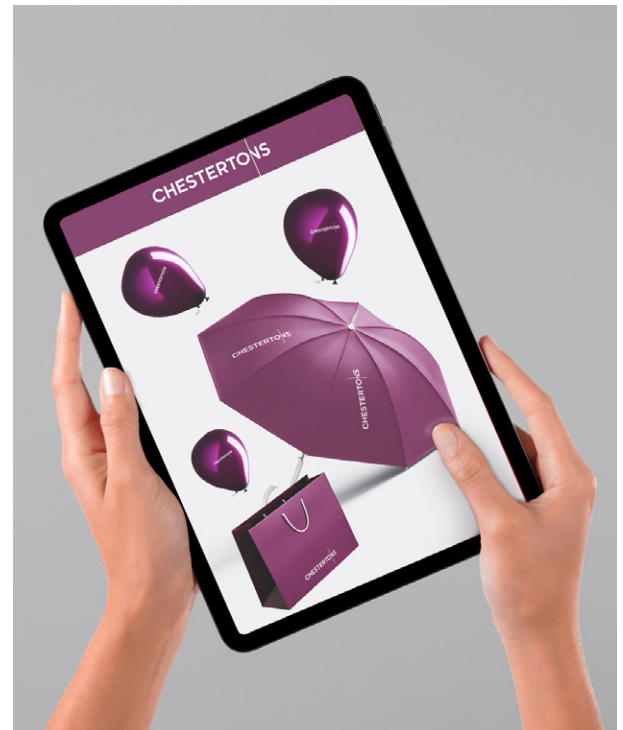
You can designate precisely who has permission to access specific products and templates, while locked templates enable users to personalise materials with location-specific information without compromising brand consistency.

Variable data technology also enables you to launch individually personalised mail campaigns at scale, as cost-effectively as a generic blanket strategy.

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

This is explained to the printer in an ever-growing email thread, with different colleagues being copied in at different stages. With the cost spiralling with each request, and having to wait hours for each new quote, your campaign is launched several critical days after your competitors.

This is when your Manchester branches phone to say they've received the Londoncentric campaign! In short, the campaign is a disaster with a pitiful ROI.



Easy online ordering

POSITIVE+ Online makes ordering print simple and stress-free by streamlining the entire process from start to finish.

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

The platform allows users to customise their print orders within brand guidelines, ensuring consistency across all collateral, whether that's brochures, office supplies, mailings or property window cards.

This level of control not only speeds up the ordering process but also reduces the stress of managing multiple print jobs. Whether ordering business cards, brochures, merchandise, or promotional materials, users can select, customise, and place orders within minutes—often with just a few clicks.

Automatic approval workflows and locked brand elements ensure that all materials meet company standards, reducing back-and-forth with design teams or printers.

The platform also offers real-time tracking, so users can monitor their orders from production to delivery, so you don't have to waste time chasing the printer for updates.



Faster Go-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 at the ordering stage, 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.

POSITIVE+ Online also offers 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 of uncertain delivery times.

With POSITIVE+ Online, you can have your campaign printed, cut and shipped in 48 hours.

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

Personalisation

and customisation

One of the primary benefits of POSITIVE + Online is the ability to achieve the same level of personalisation and customisation as digital marketing. For example, if you have a database of 10,000 clients, who you believe could be in a position to sell, it is possible to send them a named and addressed letter as easily as a non-targeted campaign or sending an email.

You create the letter using a template, upload your data and POSITIVE + Online personalises the letter.

Likewise, if you are planning a more generic mail drop, you can personalise other details, such as the name of the locality. Being able to individually name different recipients' locale will create far greater engagement than "We have had success selling properties in your area".

Likewise, this technology can be used for individual property window cards. Specific brand attributes are locked in while the user can upload property information.



Stress reduction

Perhaps one of the primary sources of stress with any campaign (whether it was planned 48 weeks or 48 hours ago!) is stringently managing your budget.

With POSITIVE + Online, you receive live pricing, which is updated in real time, in line with embellishments, expedited jobs and the shipping speed/provider requested.

Quotas and budgets can be set in advance, with approval required if specific branches or individuals exceed their budget or product quota. This obviously ensures that branches stick to their 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 – for example, increasing the budget of a branch that is getting significantly better ROI than others.

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.

Which generally means that the marketing and the financial director sleep a lot better at night!

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!



CHESTERTONS

“ POSITIVE+ Online has made it simple for our offices, of which there are over 30, to order the marketing material they need. We can easily track budgets, usage and stock levels which streamlines processes. ”

Ready to get started?

Book your personalised 45-minute one-to-one demo or get in touch with our expert team and start your supercharge journey today.

Book your Demo: www.wearepositive.com/bookdemo

Contact us: www.wearepositive.com/contact

POSITIVE +

Empowering brands
to flourish



The mark of
responsible forestry



This paper is
100% recyclable

Contact us

020 8544 5500

hello@wearepositive.com

www.wearepositive.com

 @POSITIVE+

 @wearepositive_uk

 @wearepositiveuk