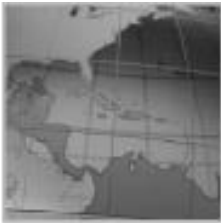


Case Study



Business Development Services     

November 2011

Home Run Media Group Offers One-Stop Portfolio

[Comments or Questions?](#)

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Background

***Home Run Media
Group's Philosophy:
On Time, Every
Time, Exactly As
Promised***

Home Run Media Group was founded in 1992 as a diskette duplication company, specializing in high-volume, quick-turn solutions within the technology arena. Over the years, the company has expanded its portfolio by acquiring businesses and investing in technologies. Its capabilities now include order digital printing solutions (e.g., variable data print, short-run marketing collateral) wide format printing, signs and displays, promotional digital media products, advertising specialties, logo apparel, graphic design, assembly, and fulfillment services. Home Run has also introduced value-added services to its portfolio. The company's philosophy—"On Time, Every Time, Exactly as Promised"—is an integral part of its value proposition of improving the quality of life for all customers by offering a convenient, one-stop production experience.

Figure 1: Image of Facility and CEO Patrick Brenden



Home Run Media got the option to invest in the Xerox Color 800 Press just as its lease for the Xerox DocuColor 250 was ending.

Shifting the Strategy for Growth

Although Home Run Media Group has been adding new services to its portfolio since 2005, it was not until 2009 that the company really began to make that leap toward becoming a total solutions resource for marketing professionals. During that time, Home Run CEO Patrick Brenden was presented with the option to invest in the Xerox Color 800 Press, which aligned perfectly with the end of company's lease of the DocuColor 250. The Xerox Color Press would enable Home Run to offer its customers additional applications, as well as a unified solution that incorporated all of the company's capabilities as a complete print service provider. Xerox also offered to assist Home Run with crafting a business strategy. This provided Patrick Brenden with the confidence he needed to make the leap into more sophisticated offerings.

Figure 2: Image of Xerox Color Press



Home Run's agreement with Xerox also included Xerox's Business Development Program. This program offers two support options that are focused on the sales & marketing, operational/workflow, and application development areas. It consists of:

- **Xerox Profit Accelerator Digital Business Resources:** Includes a collection of more than 100 tools, kits, programs, templates, and resources for digital printing
- **Xerox Business Development Consulting Services:** Offers a complete portfolio of training and professional services delivered by Xerox and a network of third-party industry professionals

Print service providers can leverage Profit Accelerator and Business Development Consulting Services to help transform their digital businesses, improve sales activities, increase operational efficiency, and stimulate future growth.

Developing a New Marketing Plan

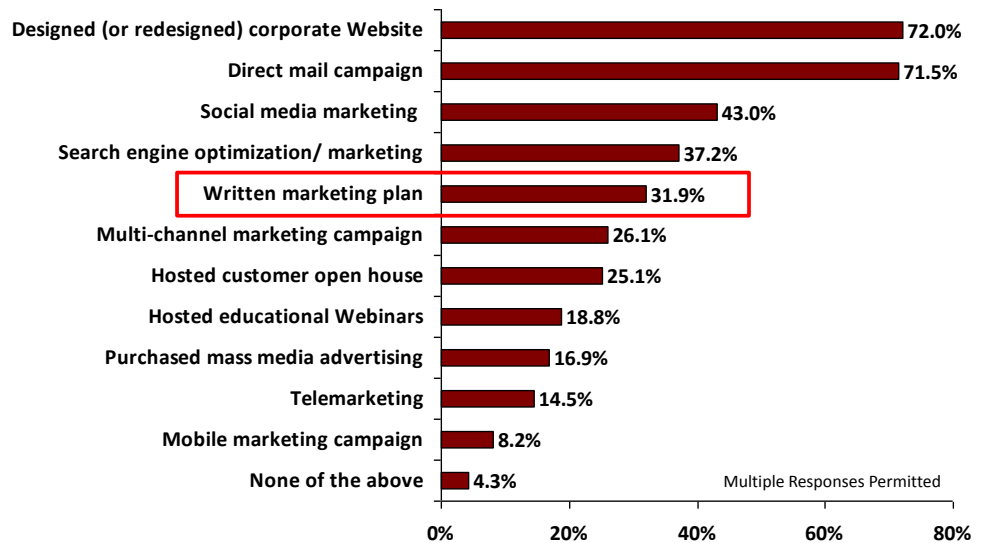
According to Brenden, Xerox’s proposal for business development support was an important part of his decision to invest in the Xerox Color Press. He opted to use his Xerox Business Development Consultant, Tina Stelzer, as a coach for growing his business. Stelzer worked closely with Brenden to determine his business goals. She explains, “We took stock of Home Run’s strengths and weaknesses, reviewed cash flow, analyzed marketing and sales activities, evaluated current and future requirements for production staff, and created an implementation strategy and marketing plan.”

Xerox’s business development plan for Home Run Media included the creation of a self-promotional direct mail program, a social media strategy, local market networking, and PR.

This plan covered the creation of a self-promotional direct mail program, a social media strategy, local market networking, PR, and more. At its core, Stelzer’s marketing plan involved messages surrounding the new offerings that Home Run would be providing to its customers.

InfoTrends’ research suggests that many firms do not understand the importance of developing a written marketing plan and they mistakenly believe that redoing their Website is marketing. During late 2010, InfoTrends questioned over 200 print service providers (PSPs) about the marketing activities their print operations had leveraged for business promotion over the past two years. Although over 70% of respondents had redesigned their Websites, less than 32% had developed a written marketing plan. Xerox’s business development support can help organizations create the marketing plan they need to perform more effectively.

Figure 3: Marketing Activities Leveraged for Business Promotion



N = 207 PSPs
 Source: *Business Development and Professional Services That Work!* InfoTrends 2010

Xerox helped to create a sales department for Home Run, which included hiring a Sales Manager, a salesperson, and several interns to work alongside the Marketing Manager. The members of this department would work together to implement and support marketing and sales going forward. Once the plan was finalized, Stelzer unveiled it to the Home Run team. According to Brenden, the presentation to kick off the new business strategy and corporate identity to the entire staff was well-received. He elaborated, “For the first time, our staff members saw a plan in writing... and they loved it. Tina’s plan outlined real targets, products, and goals.”

Structuring the Message

Growing its product portfolio and talking to the right people has helped Home Run Media to shed its image as a disk duplication business.

Home Run had some difficulty overcoming its label as a disk duplication business. Even today, shedding its historical image remains a challenge for the firm. Nevertheless, growing its product portfolio and talking to the right people has enabled Home Run Media Group to reinvent itself. Now, the company faces the challenge of sending the right messages frequently enough so that the historical perception obstacles do not come up anymore. Home Run issues bi-weekly e-mails and develops direct mail campaigns to inform customers and prospects that the company is working hard to improve their quality of life.

Figure 4: Self-Promotion Materials



A Vertical Market Strategy

In addition to assisting with Home Run's messaging, Tina Stelzer played a significant role in determining who the company should target. Part of this plan included developing a clear definition of the company's vertical marketing strategy. The vertical marketing strategy was comprised of three parts—determining which vertical markets were best for the company to target, deciding how to structure the company's messaging to those verticals, and understanding and selling to those verticals. Stelzer helped to segment the world of prospects into manageable groupings, find commonalities, and determine pain points. Together, Home Run and Stelzer leveraged the Profit Accelerator Vertical Market Kits to identify various opportunities within certain verticals, and then develop best practices for pursuing them.

Xerox's Profit Accelerator Vertical Market Kits enabled Home Run Media to identify and eliminate pain points within certain verticals.

Figure 5: Examples of Xerox Sales Training Materials



Demonstrating Capabilities and Generating Results

With the investment in a Xerox Color Press and a road map for growth, Home Run has added new applications to its portfolio and brought current projects in-house. The company is now producing higher-end marketing collaterals that it was not able to print before, many with the spot clear toner application. It is also offering saddle-stitched booklets and a wider range of substrates. Since November 2010, Home Run has seen page volumes increase eight-times due to its ability to bring the production of booklets, catalogs, brochures, and variable data printing in-house.

Figure 6: Images of Work Shifted to Xerox Color Press



The Bottom Line

As Home Run continues on its solid growth trajectory, one of its major challenges will be sustaining its growth. In the past, Patrick Brenden admits that he sometimes felt stuck in his firm's media duplication heritage, doubting its ability to successfully add new value-added services beyond the realm of duplication services. Nevertheless, the company has made great strides in expanding its services over the past few years and, with the help of his Xerox Business Development Consultant Tina Stelzer, has truly transformed into a successful digital printer. Brenden strongly believes that companies must continually innovate and embrace change to experience growth. He has high hopes for Home Run's future, and the company fully expects that Xerox will play a role in its future growth.

This material is prepared specifically for clients of InfoTrends, Inc. The opinions expressed represent our interpretation and analysis of information generally available to the public or released by responsible individuals in the subject companies. We believe that the sources of information on which our material is based are reliable and we have applied our best professional judgment to the data obtained.

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