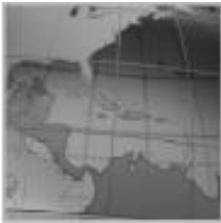


# Case Study



Business Development Services     

November 2013

## Zodiac Printeractive: More than Just Printing!

*Consulting Engagement Prompts Company Rebranding and New Sales*

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## Introduction

Success in the new media world demands that firms make the transition from print service providers to cross-media marketing service providers. Print is only one component in today's complex communications channel, where value is derived from combining media options. Savvy businesses must reposition themselves in addition to redefining their overall value propositions. Thomas Zabroski, President of Zodiac Printinteractive (Mountain Top, PA), recognized that his company needed to increase its digital production capabilities to stay ahead. Moreover, he knew that effectively incorporating new products and services into his offerings would require training his staff on how to sell and execute these new components as well as educating customers about the company's capabilities. To achieve these goals, Zabroski leveraged the expertise of Xerox's Business Development resources to help grow his business.

## Investing in the Future

Founded in a garage in 1980, Zodiac Printinteractive (formerly Zodiac Printing Corp) has been offering innovative and effective ways for its clients to communicate their needs and bring awareness to their products and services. Brian Zabroski, Thomas' son and Vice President of the company, introduced digital printing into the company's services mix about eight years ago. Zodiac Printinteractive now boasts over 35,000 square feet of efficiently designed production space to help medium-sized and large businesses develop and communicate their brands, images, and messages.

**Figure 1: Vice President of Zodiac Printinteractive, Brian Zabroski**



## **Xerox Provides Business Consultant to Fuel Growth**

As part of Xerox value-added services, Xerox business development consultant Donna Lepine met with the Zodiac Printeractive management team to understand their vision and goals for the growth of their business. This Discovery Process allows the Business Development Consultant to select and utilize the best subject matter experts for their clients most pressing needs. Xerox selected business development partner, -Karen Keenan, Chief Marketing Officer of Integrated Methods Group (IMG) to take Zodiac Printeractive to the next level. Zodiac's engagement with Keenan started in June 2013 when she met with each of the departments and conducted a business assessment of the company. This one-week on-site assessment provided Keenan with insight on how the company was viewed internally and externally, how the company was managed, and the overall vision of the company.

Keenan's most significant takeaway from the assessment was the fact that Zodiac had built a strong creative agency internally, but was not effectively leveraging or communicating this asset to customers. Keenan saw the opportunity for Zodiac to leverage these creative services to drive business. Following the assessment, Keenan provided Zabroski with:

- A very frank overview of the company
- A clear path about how to rebrand and realize the full potential of having an in-house creative agency
- Information on how to target new markets
- A strategy for growing Zodiac's digital printing business.

She then delivered a 90-day Action Plan that included detailed actions, descriptions of activities, completion dates, and responsibilities.

### **Rebranding the Company**

The top priority of the growth was re-branding the company from Zodiac Printing Corp. to Zodiac Printeractive in an attempt to reposition the company as a marketing services provider rather than simply a resource for printing. The rebrand ultimately involved embracing the creative agency. "The rebrand was not just a rebrand, it actually forced us to work more closely with our own agency throughout the entire process," Zabroski states. "Karen's action plan included specific campaigns and milestones involving the launch and roll out of our new brand to customers."

Zodiac Printing Corp was officially rebranded as Zodiac Printinteractive on November 1, 2013 with the release of its new logo, Website, and marketing collateral. “We went with ‘Printinteractive’ because we didn’t want to lose our core print business, but we wanted our customers to know that we are expanding,” Zabroski elaborates. “We’re expanding further into digital and more interactive, back-end operations.” According to Zabroski, Zodiac Printinteractive now offers design, printing, and digital strategies.

**Figure 2: Logos Before & After Zodiac’s Rebranding**

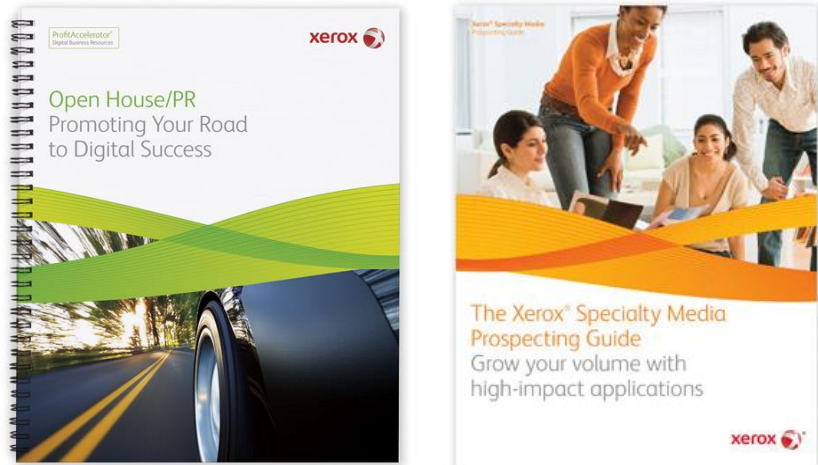


*“We’ve already had sales successes with our current clients based on our changes in approach to selling digital,” Zabroski reports.*

### Sales Tools and a Pipeline to Success

In addition to the action plan, IMG and Xerox also provided Zodiac with an extensive list of sales tools for integration with the action plan (such as capturing customer information to enhance communications and build its digital print business), to streamline sales tracking and pipeline forecasting, and grow sales efforts into successes. Keenan covered topics such as how to talk to clients about variable data print vs. static print and provided tools for calculating cost per response versus cost-per-piece to support the sales tract. Specific goals and sales forecasts were funneled into a custom spreadsheet that was built for Zodiac to make tracking easy. “We’ve already had sales successes with our current clients based on our changes in approach to selling digital,” Zabroski reports. “Our first quarter has been on track since the plan started, and at this rate we expect to meet or exceed our goals for the year.”

Keenan also outlined strategies and tactics for targeting specific verticals and encouraged the company to develop unique communications for each target market to show what makes Zodiac different from its competitors. Alongside these strategies, Zodiac accessed the available tools from the Xerox ProfitAccelerator® Business Development collection such as the Vertical Market Industry Kits, substrate and pricing guides, 1:1 Marketing Kits, and the Open House/Public Relations Kit for Seminar and Event Planning. “Everything that Xerox has provided to us from whitepapers to in-person workshops [Thought Leadership Workshops] seems to be helpful,” Zabroski says. “There are more tools than we could ever even get through!”

**Figure 3: Sample ProfitAccelerator® Tools**

### Investing in Quality Digital Production

*The Xerox Color Press met all of Zodiac's production needs, but Xerox's business development services were a major benefit that steered the decision to invest.*

With a quality-demanding customer base including verticals like manufacturing, banks & financial institutions, education, non-profit organizations, automotive, camps, resorts and casinos, Zodiac recognized the need to upgrade its digital production capabilities in today's rapidly changing communications world.

The confines of the previous digital equipment left quality-demanding clients with production limitations, and Zabroski wanted to take his digital printing business to the next level. This need prompted him to invest in the Xerox® Color Press 1000 in the summer of 2013. "Prior to this investment, we had an older device that couldn't consistently produce longer runs without breaking," Zabroski explains. "The Xerox Color Press gives us the confidence to produce quality printing for our customers that would have been difficult before. It is also helping us to fill the production gaps that we had prior to our investment."

**Figure 4: Xerox® COLOR PRESS 1000**

With a higher-capacity digital press, Zodiac can now produce longer-run personalized direct mail campaigns and meet tight turnarounds that otherwise would have required offset production capabilities. “This machine has helped us to expand our capabilities, increase reliability (up-time), and improve the quality of digitally printed materials,” Zabroski notes.

The Xerox Color Press met all of the company’s production needs, but Xerox’s business development services were the major selling point and steered Zabroski’s decision to invest. “This investment was more than just a purchase of a new machine,” Zabroski explains. “It was an investment into a *partnership* with Xerox. The sharing of ideas, experiences, and direction was exactly what I needed to grow my business.”

### **Future Outlook**

According to Zabroski, sales successes and operational efficiencies have already ascended since the Xerox Color Press was installed. As he has changed his approach to selling, Zabroski’s clients have become more forthcoming with the issues they face. This has opened the door to new opportunities for Zodiac to prove its capabilities. Zodiac also added a new member (a full-time Web Programmer) to its team to help support its growth in digital media.

Zodiac Printeractive is now more than just a printing company. With the help of the Xerox Business Development Program and IMG, Zodiac has integrated its business to combine creative and print capabilities to produce personalized direct mail and cross-media solutions that achieve higher rates of success for their clients. The company has integrated their strategy and employees with the sole purpose of providing the best results for clients in all that they do.

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As part of the value Xerox brings to clients, Xerox has developed a network of subject matter experts that work with our clients to build and grow their Digital Printing Business to be more profitable. Xerox Business Development Consultants use their expertise in Digital Printing to work with clients to understand and identify specific requirements. They then select the appropriate subject matter expert, and partner with these highly skilled industry consultants to offer marketing services and customized training, driving increased profits for the client.



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Integrated Methods Group (IMG) is a consulting company specializing in the graphics communication industry that identifies and implements key initiatives in your company to drive rapid and measurable revenue and profitability improvements. Whether you want to improve your core efficiencies or take a deeper dive in analyzing and building out your business development and marketing plans, we can guide you on what area of concentration makes the most sense for your organization to undertake for a sustainable future.

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