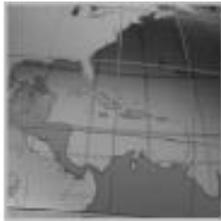


# Case Study



Business Development Services 

August 2012

## Creative Graphics Maps Its 90-Day Tactical Marketing Plan to Recharge Business

[Comments or Questions?](#)

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John Thomason, Owner of Creative Graphics, found himself feeling burnt out and disheartened about his commitment to printing.

## A Time for Change

John Thomason and his wife Faye opened Creative Graphics (Jacksonville, TX) in 1995. The five-employee commercial printer offers offset and digital printing services and other customer support to local customers. The company was largely built on relationships that Thomason forged as a print broker in the 1990s. Creative Graphics' value proposition is local, quality printing that is focused on providing stellar service by truly understanding customers' needs.

Creative Graphics is located in a rural town 100 miles southeast of Dallas, and it is now the only printing business left in the area. After 47 years of working in the print industry, Thomason was beginning to feel a little disheartened about his commitment to printing. Although he continued with business as usual, Thomason found that the stagnant local economy, smaller customer print budgets, and competition from online print sources were beginning to take their toll.

**FIGURE 1: Creative Graphics (Jacksonville, TX)**



## A New Attitude

Thomason's relationship with Xerox began when he started the company. "We knew that we needed to offer digital printing services to remain competitive," Thomason recalls. "Xerox helped make that happen."

According to Thomason, Xerox took a chance on his small business when other vendors looked away, offering customized machines, extended credit, and reasonable payment plans—but the Xerox commitment didn't stop with the sale. He elaborates, "Xerox has always been so responsive, and the techs are great!" As a result, Thomason was not surprised when a casual conversation about business with his sales rep led to a phone call from a Xerox Virtual Business Development Consultant. This conversation enabled Thomason to think more positively about his business and develop a plan for the future.

## Tackling the 90-Day Marketing Plan

Thomason was enthusiastic about Xerox’s approach to helping Creative Graphics grow. Xerox’s new 90 Day Tactical Marketing Plan program is focused on short-term actions to help fuel digital printing business growth. The Table below provides the step-by-step engagement that Xerox’s Business Development Consultant outlined for Creative Graphics.

**Table 1: Creative Graphics’ Step-by-Step Engagement**

<b>Meeting #1</b>	Creative Graphics participates in a 1-hour business assessment interview with the Business Development Consultant (BDC) from Xerox’s virtual consulting center.
<b>Meeting #2</b>	The BDC shares the results of the Xerox Business Assessment (based on the Xerox Lean Six Sigma methodology) and SWOT Analysis.
<b>Meeting #3</b>	The 90-Day Marketing Plan is presented and resources are recommended to enable a quick start for business growth.
<b>Meeting #4</b>	The BDC reviews the ProfitAccelerator tools with Creative Graphics and answers any final questions about plan implementation.

### Consultation and Assessment

Comeau and Thomason quickly created a working rapport built upon trust and confidence.

Shortly after Thomason agreed to participate in the new program, Xerox BDC Brian Comeau called Thomason to learn more about Creative Graphics. Thomason believes that his conversation with Comeau was a wake-up call. He explains, “I had been preaching that the world was changing and wouldn’t look the same soon, but I wasn’t fully aware of all the changes myself.”

During his conversation with Thomason, Comeau conducted the Xerox Business Assessment interview to better understand the current state at Creative Graphics. Based on Lean Six Sigma methodology, the assessment helps benchmark customers’ businesses against the best practices in digital across 17 key categories, including workflow, operational strategies, and customer and sales communications. Comeau and Thomason quickly created a working rapport built upon trust and confidence.

“Brian’s questions honestly made me think,” Thomason states. “I really had to consider how my business operated and where business was going. By the end of the conversation, I felt a real need to reevaluate everything.”

A few days after the consultation, Comeau presented the findings of the assessment via Web conference with Thomason before proceeding with the marketing plan recommendations. “The Xerox analysis was incredibly accurate,” Thomason recalls. “I was pleasantly shocked—the questions were really appropriate and had obviously generated the right answers.”

Some of the action items for Creative Graphics included reading assignments, viewing Webinars on emerging technologies, and other materials provided through ProfitAccelerator.

### Presenting the Marketing Plan

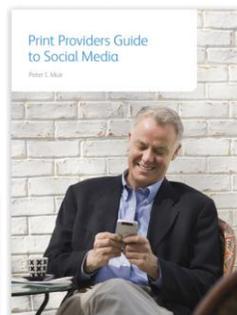
Based on the results of the consultation, Comeau created a customized 90-day tactical marketing plan for Creative Graphics. The plan included a recap of objectives, goals, and recommendations for Creative Graphics to follow over the next 90 days. In addition to the documented plan, the engagement provided ProfitAccelerator tools to better equip Thomason for some of the recommended objectives. “Brian was thorough with the plan and gave a detailed explanation of new concepts. He also gave me some homework and tasked me with action items that I’m still working on,” Thomason laughs.

According to Thomason, Xerox’s 90-day marketing plan was easy to follow. “I appreciated the simple, ‘one-bite-at-a-time’ format,” he notes. For example, Comeau outlined a goal to focus on creativity and innovative printing services. Action items included the aforementioned reading assignments (including PODI Digital Print Case Studies), replays of Xerox Business Development Webinars by InfoTrends on emerging technologies, and other books and articles provided through Xerox’s ProfitAccelerator programs. Thomason elaborates, “My reading thus far has helped me focus on my first plan of attack—Web-to-print.” He is now working with Comeau to assess available technologies and workflow implementations.

### A Sampling of the ProfitAccelerator® Resources Provided to Creative Graphics



**Profiting Through Personalization Vol. II featuring XMPie**



**Print Service Providers' Guide to Social Media**



**PODI Digital Print Case Studies Binder featuring Xerox Customers**

*Xerox ProfitAccelerator Digital Business Resources is a collection of more than 100 “do-it-yourself” tools, kits, programs, templates, and guides to help you get a quick start in growing your digital business.*

Visit [www.xerox.com/driveprofit](http://www.xerox.com/driveprofit) to learn more.

## Renewed Focus and Enthusiasm

Creative Graphics' 90-day tactical plan was kicked off immediately following the presentation. The supporting ProfitAccelerator tools were also provided at that time. Thomason revels in his renewed focus on his business and recommends Xerox's virtual consulting program to others. "I'm not sure how typical I am as a small business, but I was really impressed by my experience," Thomason notes. "Xerox brought us (kicking and screaming) into the future. As a small business, we can get bogged down with day-to-day work. The way that this program is structured helped me get away from day-to-day to look at our future."

Thomason concludes, "Having this plan in front of me is like a springboard to new growth and my renewed printing business!" The implementation of this program is providing him with a new sense of excitement and confidence in his business.

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## Featured Xerox Business Development Consultant



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