

5 Tips to Maximize Your Print Budget



WHY IT'S IMPORTANT

There's more to printing than meets the eye. Especially if you have local contacts that all need individual marketing materials printed, the task can quickly grow in complexity and cost. How do you ensure consistent quality? Here are some tips to help you find efficiencies in the process and save you time and money.

1

OPTIMIZE PRINT RUNS.

- Bundling print runs together saves money.
- It's easier to ensure quality in a centralized run than in locally printed materials.
- Print only what you need, when you need it.

2

GET THE MOST FROM YOUR MAILER.

- Choose the proper postage class and always take advantage of discounted postage rates.
- Personalize your mail piece and design to get noticed and maximize ROI.

3

GET A HIGH-LEVEL VIEW.

- Seeing the birds-eye view of your printing process will help you better understand and manage your system.
- A marketing resource management system can help you find efficiencies you wouldn't otherwise be able to see.

4

FIND A PARTNER.

- Printing is complex. Choosing the best design, paper stock and message are essential.
- A skilled partner can handle everything from design through fulfillment, to save you time and money and ensure a pristine outcome.

5

DON'T SETTLE FOR LESS THAN THE BEST.

- If your printed materials are anything less than perfect, that image reflects on your company.
- Find a partner with true expertise to give your company's materials the attention they deserve.

FIND EFFICIENCIES IN YOUR PROCESS AND MAXIMIZE YOUR PRINT BUDGET.

Learn more about our marketing resource management system by visiting vyasystems.com or call 1-800-426-7921.