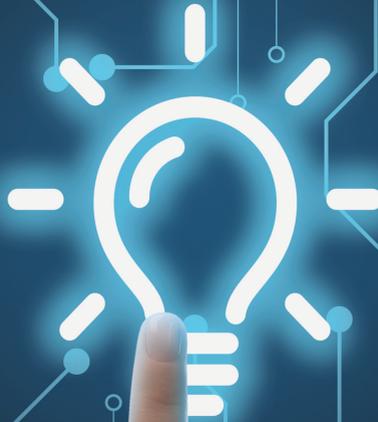


# WHAT DO ADVERTISERS NEED FROM THEIR PRINT PARTNERS



how can both work  
better together so  
that printers deliver  
solutions for their  
customers?

# INTRODUCTION



**Yellow NZ carries a strong history across the marketing landscape, offering channels originating in print, however extending beyond as new channels interact and engage in a cross-channel platform.**

With this cross-channel approach the main focus remains with Yellow NZ tools and products existing to enable and empower Kiwi businesses to keep doing what they are doing for their customers.

Yellow NZ brings real business results. What makes us tick is our local communities around New Zealand and a big part of what they are doing this year is to be a part of our customers (and their customers) communities, in an accessible way.

More than 350 community groups deliver Yellow books from schools to Lions Clubs to Kia groups throughout local areas and a big part of the content build throughout the year is to build the community, and therefore the emotion and humanity of print, into the storyline.

## 2.6M

Searches per month

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## 1 in 4 Kiwis

Who receive a book  
use a Yellow Print  
product every month

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## 63%

of Yellow searches  
lead to an action

# BUSINESS AS USUAL INTO THE FUTURE

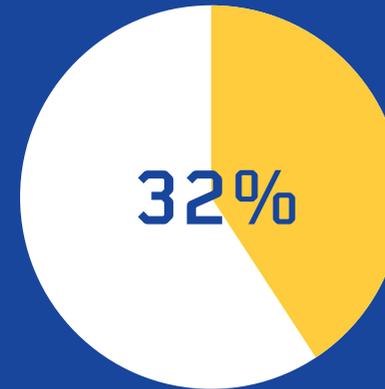
## Business as usual? Is it business as usual, as we all watch this at home on our computers and out of the office? What has changed and what will our future be?

We've certainly seen an increase in customers purchasing ecommerce websites, consumers shopping online and a revenue increase in shopping. We have also had a lot more requests around digital education, because there are so many options out there, that businesses and advertisers find it confusing with too much information, too many companies. No-one knows who to trust or have already purchased tools that they don't require or know what to do with.

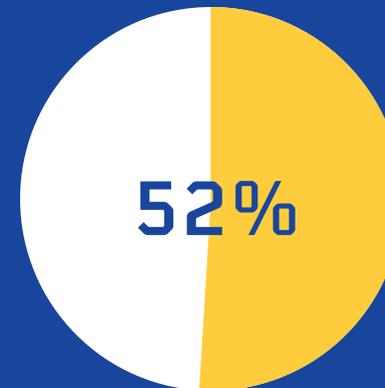
Education for a lot of these customers has become critical, because perception vs reality of everyone online is still far from the reality that we see. Results-based marketing is what customers are looking for, so we field so many more questions on where should I put my money - print or digital, where will I get bang for my buck?

The future is multi-channel marketing for our customers, spreading their budget across a number of channels, increasing ROI without increasing budget. What customers think about is whether their phone is ringing, are people coming into their store? When connecting customers online and offline, they must empower and not overwhelm their customers. Consumers now want to consume wherever, whenever and however their needs are met, with consistent messaging across these channels. Continuous connections, strong relationships, seamless and effortless connection with their customers will ensure longevity of print with our customers and their customers.

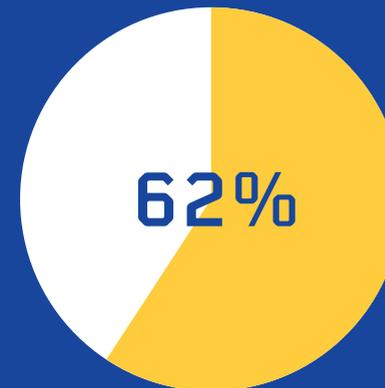
It is no longer about one channel or the other, however print has a powerful role to play. New Zealand saw a 32% increase in sales with offline and online, 52% of consumers felt positive towards brands that connect them both online and offline, again creating that consistent message and 62% of Kiwis who interact with a brand online or offline said that they would purchase from that brand again.



32% increase in sales with offline and online.



52% consumers feel positive toward brands that connect them both online and offline.



62% of Kiwis who interact with a brand online or offline said they would purchase from that brand again.

# LEARN THE LINGO – RESULTS-BASED MARKETING



**We think about what our advertisers need and what they're asking for. Results based marketing - the need to be able to measure a return on their ad spend.**

There are two ways that we can do this. Yellow provide all of our display advertisers a call tracking number which is a unique number to them, it enables them to be able to check all of their calls, it supplies information around date, time, area, day and on what device customers have been phoning from. What this information provides to customers is the ability to direct resources into their busiest days and times of the day and it enables consideration of expanding business into other areas if that's an option, by seeing how many calls are generated within certain areas or regions.

Customers are also able to make informed decisions on what the following years investment could be based on measured return on ad spend.

What other customers have done is provided their own unique number for a number of their marketing to channels to ensure they're measuring their results. One customer comes to mind who measured all of his channels and saw that a cost per call was 30% less than what he paid for a click on google.

Digital solutions offer the direct analytics, however how can we work on these strategies across print? Think always results-based marketing for your customers:

- > advertise with a unique phone number in the print ads,
- > include a special voucher code for printed brochures or direct mail,
- > distribute print to local areas,
- > introduce a QR code (free to produce) that differs across each offering, digital, print, socials.

Assist your customers in this journey, trial options and build a results-based solution that provides evidence of the ROI of print collateral.

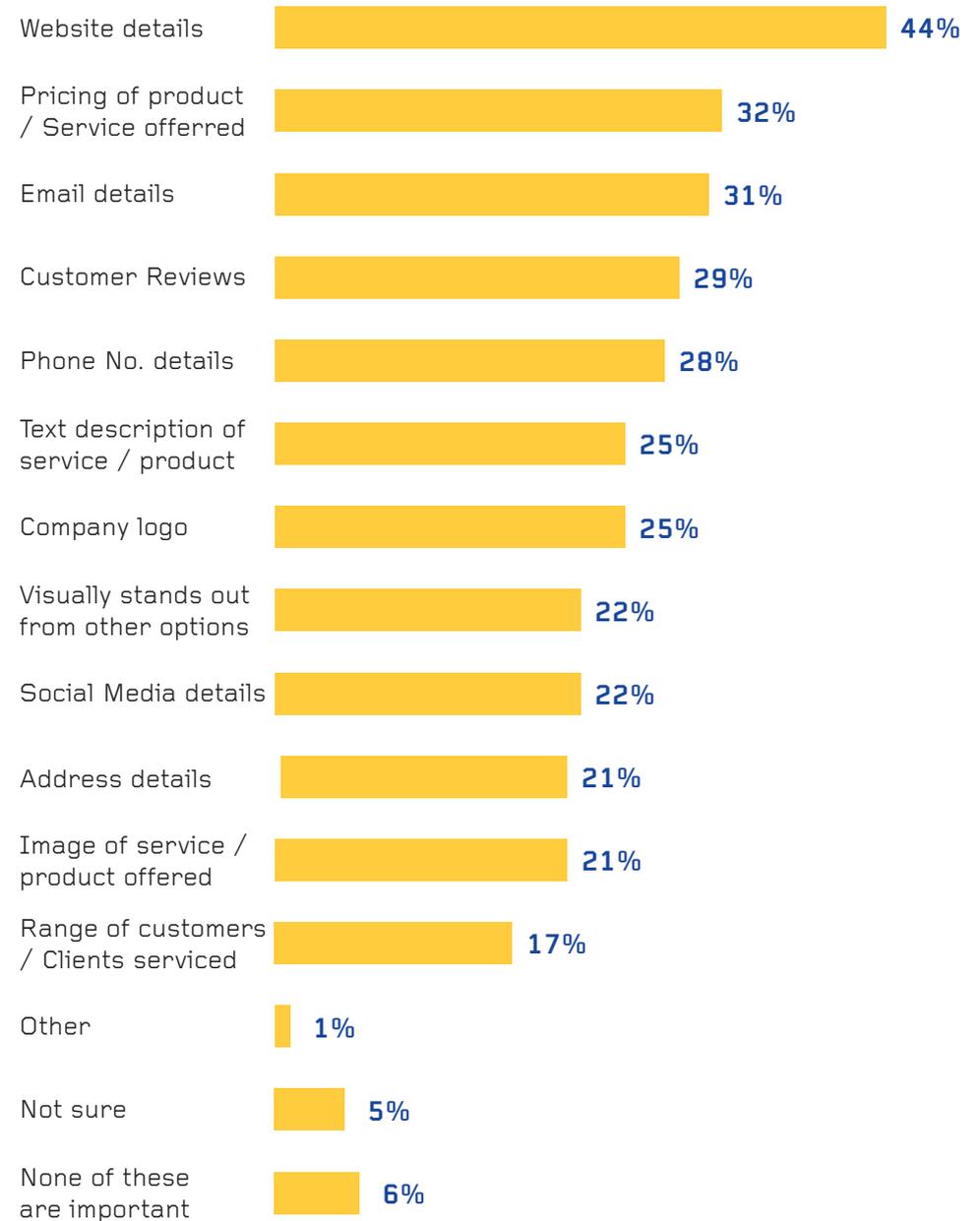
## B2B look for?

### Print advertising can be more than a contact source

Besides key contact details which directories do so well, the greatest expectation of print advertising is to offer pricing options and also highlight positive endorsement from previous customers.

Be where your customers are.

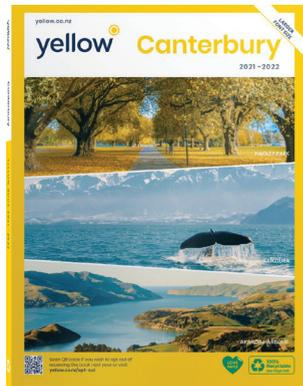
### Website details were the most relevant advertising content for respondents when browsing print advertising content



# BRING IT TO LIFE



OLD



NEW

We all must recognise our sales journey must include customer feedback - listen to your customers and their customers. Become an expert in their needs, pressures and goals. Once you know your customer and your customer's needs you can build solutions for them.

Survey your customers, ask what works and be courageous enough to ask what doesn't. Work in partnership and make changes that they need. When we learn a customer is leaving or reducing spend we look to a 'refresh' of their campaign, we consider how we can create new artwork, increase the size, place in a different publication, add colours and more. We consider trialling our refreshed approach and offer the client a shared opportunity across that trial. Consider all options to maintain your customer's interest and your customer's engagement that you are working with them on a solution.

When we survey customers, we listen. Do not survey and then ignore their feedback. Our biggest piece of feedback in recent surveying was font size. We listened and acted and now introducing a font size increase. It sounds a simple solution, but one we wouldn't have understood without engaging our customers. Easier to read means better customer experience.

## Bringing Print to Life

- Reach out to their customers customer (Consumer)
  - Ask, Listen, Bring to Life
- Listening to the Consumer
  - font increase, local info
- Yellow process - update ad, freshen it up for the customer
- Continue brand awareness through partnerships, consumer and customer events, PR/ Marketing
- Ensuring ROI to all customers

# Q & A

## Can we discuss Return on Investment?

**Kellie:** It's important for us all to take that deep dive into ROI. Looking at how Yellow have developed additional solutions for their customers, we all need to think about that too. How can we add to our own print, to demonstrate results based marketing, and role-play this with our sales teams. Our customers are very good at bringing problems to our door, Yellow have shown us today how they have taken those problems and developed solutions, and it would be great to see all printers across Australia and New Zealand take a similar approach. Demonstrating ROI is an incredibly powerful way to maintain print volumes, if you can build that for your customers, it makes it very difficult for them to walk away from volume.

**Kelly:** Just on ROI, it's really important for us as an industry to bring to light those customers. So many customers are so passionate about the results, one example I recall gets better ROI from print, whilst also using Google Ads, however, the ROI from print is superior.

**Kellie:** That's right, even if you're a small business, or a smaller printer, you can apply what the bigger businesses are doing, talk to customers that are getting great results and share those ideas with your smaller customers.

## When looking for new Customer do you advocate using industry segments and DM using Helix Persona filtered data?

**June:** A few things are successful for us at Yellow. Yes we do look at industry segments and what is working well, in specific categories. For example, trades and services, some of those customers haven't moved away from the directory for a long time, because they know that as soon they remove their ad, someone else will take their spot. And if they aren't there, someone else will take their business. And equally, talking to those customers that aren't in the book, we show them how they aren't where their customers are looking.

The other thing that we have found successful is that those customers that have left Yellow, they are great to revisit. Often their circumstances have changed, and we all know how much the world has changed itself. Sharing these observations gets them thinking about a return to print.

**Kelly:** When looking for new customers in industry, it's always great to talk to those customers that you have great relationships with their industries, they often know what works for them and delivers the best ROI for them. They can speak to what's most relevant for them.

## We are a smaller business, however, do you recommend we survey our own customers?

**June:** Absolutely. Yellow has a customer advocate group, we turn to them to get feedback on something we are trying, or want to do, we talk to them about some of the consumer research that we've been doing. It's a great thing to reach out to those particular customers in your database.

From a marketing perspective, often it's a phone call, to go and measure, to see if an ad or initiative really works for them or not.

**Kellie:** Agreed, we have a member that does this really well. Not only do they consult annually about what print is doing for their customer, they run a client event each year where customers talk about how they work with this member to other customers. So this SME has taken learnings from larger business that have larger marketing and research teams, and adopted this to suit their smaller business. Surveying customers is a great place to start, not just about the printing they are doing with you, but also about how client and supplier interact. Simple, basic steps to implement. People love giving feedback, they will always be pleased that they have simply been asked to share.

## In the discussion across results-driven marketing, do you see greater value in QR coding or vouchers to drive print results? I'm mindful that QR coding is becoming more and more common, is that a better way 'post-COVID' to engage analytics from print?

**Kelly:** Coupons and QR codes are great. We have really good feedback from using coupons. The beauty in a QR code for a business is that they can change the offer, once a quarter, or seasonally, or whenever they like really, within the means of the technology. People are familiar with QR codes, we've had them so long, they are a great way to integrate print and digital, everyone's comfortable with it. They are on our smartphones, free to produce and can be really useful ways to discuss additional or add-on services to customers.

**June:** Sometimes it could be just link to a website, which can be useful to customers. From a voucher perspective, customers seek more entertainment, or two for one type scenarios. So QR codes can sometimes be more effective in this space. It means a business can see exactly where that customer is coming from, ie, this customer has arrived from our print ad. This can be valuable when measuring ROI.

# Q & A

**We do a lot of education work, and they use a lot of print and see great value in print, however their bosses are always querying spend. How do we help them provide information to keep the volumes up?**

**Kelly:** A multichannel approach is important for Yellow. Some of the customer samples we've described today demonstrate that customers track everything, across all channels. Our customers tend to realise they have to be across all channels, so that wherever their customers are searching, they are present. When Yellow jumps in with new customers, we give them ROI statistics, call tracking, we look at call data across industries. We provide these to our customers before the start of any campaign, our sales teams deliver a pack of info, call stats, delivery levels, any changes, any offers, so our sales team are armed with information to feed into customers. It's always tricky, when you're liaising with the hierarchy, someone up the line decides on spend. However, if you believe in the product and the value it delivers, it stops you dropping your price, eroding your margins and decelerates the decline. From a sales perspective, we all want to race out with a discount, but in most cases, customers will retain the product if they see value in it.

We must sell with confidence, the print channel is very powerful, it is wide reaching, with incredible readership and efficacy, recall, trust, and invariably out-performs when compared with digital, tvc's, etc. We need to believe in the channel. The statistic we keep going back to is that 63% of all print searches lead to an action. That result, as a channel, is awesome. So if you're getting a sales call, or a walk through your door because of that, that's a channel that is truly delivering on your investment. Consumers are telling us that print is their connectivity, they can feel it, hold it, they feel connected to what's in the pages, and they can have control over the results.

**Online retailing is rapidly increasing, are you seeing online retailers using print to build a physical presence for their brands?**

**June:** One of the things we do at Yellow when we start talking to online retailers is we suggest they at the least, get something on print, because not everybody is online. So, it's a print and online discussion that we would typically start with.

**Kellie:** From a TRMC perspective, our data shows that across both Australia and New Zealand, the highest growth sectors for letterbox communications (all print) is online retailers. Online retailers are tapping in to having access across all channels. They're all touch points, a huge growth sector, especially through COVID.

Understanding our customer and how they interact in our print products is a key part of the future of print for Yellow - we are going to do more consumer workshops, making sure we stay relevant in our local communities and getting out and talking to our customers around how we can do that best for them. We are driving forward with an "and" not an "or" conversation which keeps print top of mind.

Print has an important role to play across any future marketing strategy, however it will not be the default role and other channels are important in the customer journey. That said other channels will work with print and each other to extend the results of print as print will extend the results of digital, television, radio and more. Understanding how results-based marketing works for print is a critical key to our future success.

# Te Ara Poutama

(Stairway to Success)



● Get more customers and promote your brand

● Build business presence

Website E-Commerce



DIGITAL EXPERT

START

Print/Online Directories



Google My Business



E-Commerce Website



Google Search



Google Display/YouTube



Social Ads



Search Engine Optimisation



Social Setup



MORE CUSTOMERS



## PARTNERS



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# Kelly Duncan

Head of Brand and Acquisition  
YELLOW NZ

Redefining what end-to-end solutions look like for business success, Kelly is the kinetic energy behind Yellow's Brand and Customer Acquisition across all channels. With a particular focus on empowering businesses and helping them reach their goals, she demonstrates an eagerness to identify opportunities for innovation and growth.

Developing an energetic, high-performing team, she has a passion for building strong networks that spark commercial synergy and unleash creativity.



# June Hartel

Head of Customer Experience  
YELLOW NZ

June has a natural curiosity, and strong emphasis on relationships in every capacity. June is passionate about developing people to be their best, and creating empowered, high-performing teams who are driven by results. She values and demonstrates commitment to delivering positive outcomes and opportunity for growth for customers and believes firmly in customer empowerment to succeed on their terms.