# Business Development Webinar Series 2016

Hosted by Barb Pellow, Director, Infotrends

October 5—Mobile in the Mix: The Role of Mobile Apps

Mobile technology is changing the way that consumers behave, creating new opportunities for a highly interactive customer experience. The key to engagement is mobile apps. The key message for print providers is if you are going to participate in a "print + mobile" world, it's time to make the right investments in mobile application development software, infrastructure and skills. In this webinar, Infotrends will focus on today's tools and technologies and also explore successful implementations by print service providers.
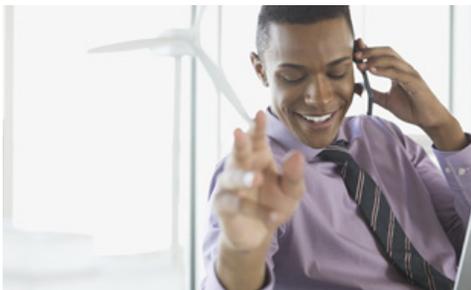
August 3—Understanding Customers' Needs

Today's customers and prospects leverage the Internet to research the products and services that they are considering. This means that print providers must find new ways to deliver value to customers. In this webinar, InfoTrends shares the latest data on communication trends in enterprises and small and medium-sized businesses while also providing vertical market insight. Learn how providers step up to the challenges of understanding business issues to address today's customer requirements.

March 30—Direct Mail: Reliable, Trusted and Changing

Direct mail has been a reliable and trusted medium based on its ability to boost a brand's awareness, reputation and profitability. This webinar provides InfoTrends' latest insight on today's direct mail trends. You will also hear from service providers who are transforming direct mail into an integral component of the omni-channel experience.

To Register

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All sessions are from 12–1 p.m. (New York time).

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February 3—2016: The Year of the Customer Experience

In 2016, the winning service providers will be those who focus their businesses to enhance all facets of their customers' experiences. During this webinar, InfoTrends shares critical trends for 2016 and strategies for creating an optimal customer experience that attracts new customers and keeps existing customers coming back.

Hosted by Matthew Parker, Champion of Print, Print & Procurement Ltd

November 9—How To Sell Print Using Social Media

In business, social media can help build a brand, provide customer service, share information, deliver promotions and allow the connection of current and future customers. However, when it comes to allocating the limited hours in a day, most print and marketing services providers spend their time working on their core business—not creating a social media presence.

In this webinar, you'll learn how to use social media channels effectively in the print industry. Learn where social media lives in the sales cycle, and how to leverage them to find and connect with new prospects and existing customers. Most importantly, you'll see how to do this without it taking up too much of your day. Learn about content creation and curation, building a contact list, creating a great profile and more.

September 7—How Price Anchoring Makes Customers Pay More for Print Services

How come some people appear to be able to sell extremely similar products at much higher prices than the competition? Printing is often seen as a commodity sale, but that doesn't mean you have to sell it like it is. To get the best ROI for your work, you need to know how to price that work effectively, and see it at a higher margin.

In this webinar, you'll learn about defining price anchoring and how to use it successfully in the print industry. Examples of price anchoring will be provided. You'll see how to apply it to your own products and services. Learn where to apply price anchoring and how to profitably sell when your product is not the lowest price.

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