

# Catalogue Futures:

## a full day DCA workshop delivering incisive insight

Led by Andrew Wilson, DCA Catalogue Council co-Chair

### CREATING EFFECTIVE CATALOGUES FOR YOUR FUTURE CUSTOMERS

The role for catalogues and other print media in today's digitally dominated world has evolved.

These days, the print catalogue – whether delivered by mail, picked up in store, inserted in a magazine or customer parcel – can be accurately credited for driving the lion's share of online sales and retail footfall. The facts fully bear this out.

The most successful direct and retail merchants know that getting a strong print piece into the right hands provides boundless opportunities to influence, to impress, and to showcase products. And this is every bit as valid in the B2B arena, as it is in B2C.

Catalogues can tell your Company story, allow customers and prospects to share the lifestyle and “feel” you've woven, suggest great buys, gently reassure and convince. Most importantly, the print catalogue (or customer magazine, or guide) isn't competing with the “noise” and distractions of the crowded shopping centre or the increasingly price dominated and “shouty” web search environment. Instead it has your customer's full attention where and when he or she wants to look at it, or show it to family, work colleagues and friends. It can also easily be picked up again and again as the buying decision is percolating.

Even the pure-play eCommerce fraternity which initially rejected the catalogue as an irrelevant medium has come to appreciate that print packs the power when it comes to retaining and reactivating existing and past customers. Not to mention winning the attention of a wider audience who many never have discovered them any other way.

Of course, no seminar on catalogues would be complete without encompassing the growing adoption of shoppable digital editions which many customers use when ready to place an order inspired by a printed copy. These digital editions are proving to be very popular with more mature tablet using customers as well as with younger generations, but would never be discovered without the print copy “spreading the word”.

Some may wonder why the DCA believes its members need re-convincing of the power of the catalogue when many have been loyal to the medium for years. What we're finding via our Catalogue Council activities is that there is a new generation of marketers joining our member companies who have had very little first- hand exposure to catalogue creation and production, yet now desperately need this knowledge. We've also found that today's catalogue audience is seeking a somewhat more “embracing” experience from the catalogues they receive.

All this has inspired the development of this intensive training day which will focus fully on the catalogue and its new place in the new order of things.

Covering all aspects from:

- **Selection of brand-appropriate paper type and sizing**
- **Styling, creative treatments**
- **Developing compelling shoppable pages**
- **Leveraging the heritage of, and story, of the brand**
- **Evolving deeply appropriate compelling content to satisfy the customers' thirst for more knowledge**

The catalogue has been re-imagined and re-purposed and through this workshop, delegates can access the latest thinking and then respond to their customers' expectations.

Positioning the catalogue as the central focus of business

- **Using your catalogue to recruit new customers**
- **Leveraging your catalogue to retain current customers**
- **Deploying your catalogue to reactivate dormant customers**
- **Launching new products, services and channels via the catalogue**
- **Building and strengthening your brand**

### **CATALOGUE CIRCULATION**

- **Routes to market – tips for profitable house file mailing**
- **Third party mailings, third party insert distribution – via media & compatible merchant mailings & product despatches**
- **Exchanges and collaborations with media owners**
- **Store/Pop-up/ Sale event distribution**
- **Making your catalogue circulation fully measurable with attribution data central to all you do**

### **CREATIVE & PRODUCTION INSIGHTS**

Selecting the right paper stock for your brand –the look & feel that paper communicates can make or break your brand

Getting the size right – for stand-out as well as great presentation & best value in the mail

Styling to complement your customers' aspirations

Cover treatments – what to consider to get those pages turning

Choosing the best fonts and point sizes for easy on the eye reading

Content – let's get selling

- **Important conversion lifters**
- **How much copy should the catalogue spread include**
- **Developing promotions which are brand-appropriate & how to use them**
- **Creating a compelling yet well organised "page-turner"**

Content – let's add depth & value

- **Finding the content to enhance your brand and promote use of your products**
- **Developing unique content for appeal to your customers**
- **Turning "Need to know information" into a reassuring sales assistant**

### **MULTI-VERSIONING**

When it makes sense to produce multiple versions of your catalogue

- **Special loyal customer editions**
- **Short-form recruitment editions**

The digital edition – how to maximise sales & take print catalogue customers straight to the online edition for easy ordering

The SALE catalogue – what content can you repurpose to reduce costs

Tips & tricks to keep creative cost in check

## **DATES:**

**NOW BEING SCHEDULED FOR 2016**

Including 2nd June 2016, at The Hurlingham Club, Fulham – as a full day option which forms part of the DCA's Annual Summit

Delegate fee £185 per person (member rate) or £285 per person (non-member rate) - + vat.

Fees include full documentation, a full day's training, along with all refreshments including lunch.

To book your place call us on: 01271 855545 or Email: [info@direct-commerce-association.com](mailto:info@direct-commerce-association.com)

[www.direct-commerce-association.com](http://www.direct-commerce-association.com)