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DIY Marketing

How to produce your own marketing on your MFP



Weaver Bomfords

The business print & copy experts

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Marketing is a difficult thing to get right and in tough economic times, it can be an expense that's hard to justify. But when times are hard, you need to promote your business more not less and one way to significantly reduce your marketing costs is to do it yourself.

Even if you've never done it before, anyone with a few basic IT skills can produce great looking documents and with an MFP on your network, print them in full colour at minimal cost.



Each print produced on an MFP costs a fraction of the price of an inkjet or traditional laser printer, making short run production perfectly possible and economical.

Print on demand. Produce one, ten or one hundred copies of your promotions and leaflets - exactly what you need and no more. It saves money, is environmentally friendly and enables you to react quickly in fast-changing markets.

Make the most of finishing options. By using an MFD to produce your marketing literature you can use the full range of finishing options available. Reduce A4 leaflets to A5 quickly and easily, print banners, produce stapled booklets & price lists, use pre-printed inserts, print on to glossy paper or card and automatically double-side.

Use the hard drive of the machine to store and organise your leaflets, making them accessible to everyone in your organisation quickly and easily - sales people can print ten or twenty to take out, sales admin can print one for an individual customer or two hundred for a mailshot without the need for your involvement.



Doing your own artwork cuts costs and gives you maximum flexibility. If a price or product changes you can immediately change your leaflet or price list, making you able to react quickly to changing market conditions.

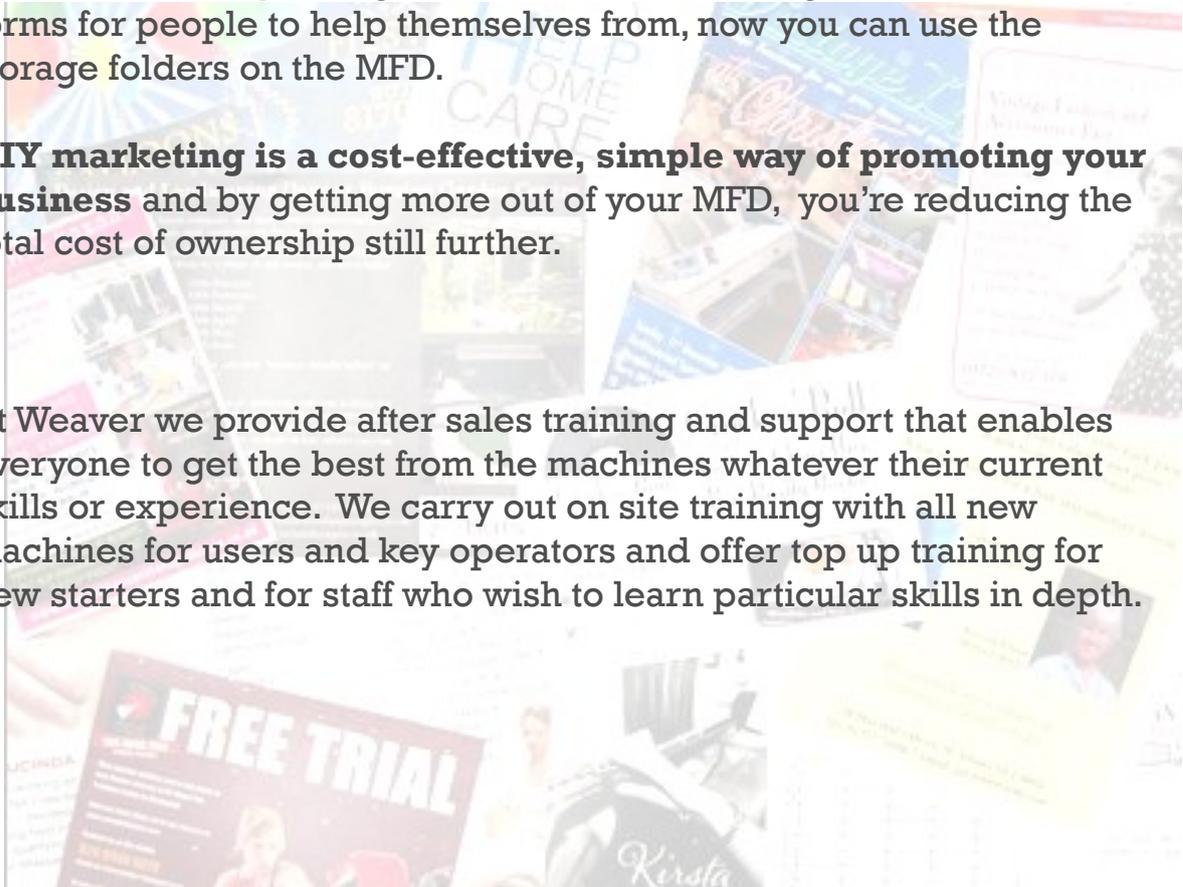
Even if you've got no previous experience, adequate design skills are fairly easy to learn. You can also take inspiration from all around you - look at the marketing information that you receive. What's good and what's bad? What design ideas can you adapt for your own use? Which ideas haven't worked?

Make the most of online resources. Microsoft is a great source of free photos and clipart images and offers free tutorials on putting together simple publications at www.microsoft.com. There are other sites that offer free marketing advice including www.startups.co.uk and www.businessballs.com. Business Link are another good source of impartial advice and they can help you to find courses and events locally if you want to develop your skills further www.businesslink.gov.uk.

For larger organisations where marketing is done centrally, you can still make full use of the MFD to print and store training manuals, internal documentation, company newsletters, standard forms, external standards - in fact any document that needs to be easily accessible to everyone with the least amount of fuss. You can send them directly to the hard drive from your PC or scan them in from the machine. Where you might once have had a filing cabinet full of forms for people to help themselves from, now you can use the storage folders on the MFD.

DIY marketing is a cost-effective, simple way of promoting your business and by getting more out of your MFD, you're reducing the total cost of ownership still further.

At Weaver we provide after sales training and support that enables everyone to get the best from the machines whatever their current skills or experience. We carry out on site training with all new machines for users and key operators and offer top up training for new starters and for staff who wish to learn particular skills in depth.



'We've saved significant amounts of money since choosing Weaver as our preferred supplier. We've been able to bring work in house thanks to the great quality that the MFPs give us'

Holidaybreak Ltd (Eurocamp & Keycamp)

'Weaver now look after all our printing and copying equipment . Not only has the MPS reduced our costs, it's massively reduced the amount of time we spend on printer maintenance and toner buying and administration'

The Grange School

'Weaver look after devices for us in our branches on a nationwide basis. It means we've got consistent, reliable quality everywhere along with great service support and straightforward billing'

NWF Fuels Ltd

'We chose Weaver to implement our new MPS because we knew that they would provide us with the level of help and support that this project required....we are very pleased with the professionalism of the implementation and training'

Holmes Chapel Comprehensive School

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