

DIP-TECH MARKETING SUPPORT PROGRAM

Build your digital printing business faster, with a professional consultation service to help you successfully market your digitally printed glass.

At Dip-Tech, we see ourselves as partners in each customer's success. Purchasing a Dip-Tech printer is just the beginning of a great relationship.

Part of our commitment to your success is helping you best market your digital glass printing services. And for that, we've created the Dip-Tech Marketing Support Program.

- Customized to your needs and goals
- Via phone or email



Through this program, the Dip-Tech marketing team will review your marketing plan and strategy, guide you in preparing specific marketing tools with tailored recommendations, best practices implementations, and deliver ready-to-use tools for quick ramp-up.

This will help you spread the word about the digital printed glass applications you offer, to relevant, expanded audiences, and gain more business opportunities.

Service components include:



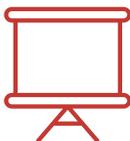
Catalogs & Brochures

Catalogs are effective at getting your business and your brand, in front of your audience. Dip-Tech offers its catalogs and brochures for its customers as a quick ramp-up. Receive the open code, customize it with your logo and use this effective marketing tool in an instant. Graphic designers can easily work with the impressive designs, to create their signature design.



Newsletters & Media

Newsletters are a highly effective way to distribute your message to relevant audiences directly into their inbox. The media is a more accessible marketing tool than you might imagine. Let us show you how to use these channels effectively.



Showroom

One of the best ways to present digitally printed glass is by example, with a dedicated samples showroom space onsite. We can help you create one that suits your office space, and makes your offering truly shine.



Performance Evaluation

This module is unique for customers with advanced marketing activity, who completed most of the other modules. Ask us about it.



Projects Success Stories

A proven track-record is always attractive, so it's important to share stories of your success. We can help you leverage past projects and satisfied customers to create compelling content.



Website & Online

You already have a website, but how should you position your digital glass printing services within it? Our marketing team will analyze your website structure, design, content and Google search results to provide recommendations for best lead generation performances.



Events

Companies need to seize every opportunity to build relationships, increase awareness, expose the offering to the widest relevant audience, and earn the trust of prospective buyers and customers. Events offer a unique opportunity for your audience to interact with your brand, to get a firsthand sense of a solutions' scope, appearance and advantages. Dip-Tech marketing team has a vast experience in events production. Let's exchange this knowledge.



To get started with any or all of these Marketing Support Program components, contact Sofia.Lemberg@ferro.com today.

Actually, contact us any day! We're always happy to do what we can to support your marketing and help drive your business growth.