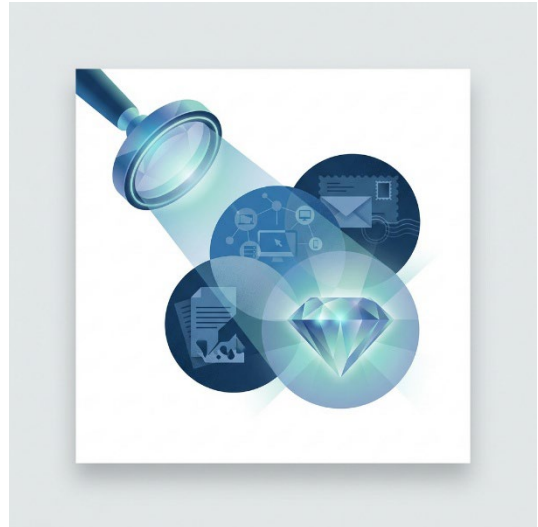


# Marketing Strategy Services

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*Repositioning from commodity vendor to strategic brand partner through consultative market positioning*

Most commercial printers are invisible to the people who actually design and approve campaigns. When your only contacts are purchasing agents and production managers, every conversation defaults to price. This use case demonstrates how strategic marketing repositioning opens doors to executive buyers and transforms transactional relationships into long-term partnerships.

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## **Gimbel & Associates**

Management Consulting for Commercial Print

[www.rogergimbel.com](http://www.rogergimbel.com)

## THE PROBLEM

The President of a well-established commercial print company with 40 years of operating history was struggling with a fundamental market perception problem. Despite significant investments in advanced digital print technology, variable data capabilities, and cross-media production capacity, the company was consistently being treated as an interchangeable commodity vendor by its client base. RFP responses were evaluated almost exclusively on price, procurement departments drove pricing discussions, and the company had no direct relationships with the marketing decision-makers who actually designed and approved campaigns.

Client churn was accelerating—the company lost four accounts totaling \$2.1M in the previous year to competitors who offered lower prices on identical specifications. The sales team had no messaging framework to articulate the business value of the company's advanced capabilities, and marketing materials consisted of a dated brochure listing equipment specifications that meant nothing to non-technical buyers.

## THE SOLUTION

Gimbel & Associates initiated a comprehensive marketing strategy engagement, beginning with competitive intelligence gathering and client perception interviews. The research confirmed that the company's existing clients viewed it as technically competent but strategically invisible—clients didn't understand how the company's capabilities translated into marketing outcomes.

G&A repositioned the company's market identity from "commercial printer" to "campaign production partner," developing integrated marketing solutions that packaged print, data, personalization, and distribution into outcome-oriented service offerings. The engagement produced a complete go-to-market toolkit: a redesigned website emphasizing business results over equipment specs, vertical-specific case studies demonstrating campaign ROI, and a content marketing program targeting marketing directors and brand managers through LinkedIn and industry publications.

G&A also developed and executed a multi-channel campaign targeting decision-makers at 200 identified prospect companies in the healthcare, financial services, and franchise sectors, using the company's own VDP and direct mail capabilities to demonstrate their value proposition through the medium itself.

## THE OUTCOME

Within nine months, the company secured 14 qualified meetings with marketing directors at target accounts—a category of buyer they had never previously reached. Six of those meetings converted to pilot projects, with an average deal size 3.4x larger than the company's historical average because the engagements were scoped as ongoing campaign programs rather than one-off print orders.

Client retention improved markedly as existing accounts began engaging the company earlier in the campaign planning process, shifting the relationship from reactive order-taking to proactive consultation. The company's average revenue per client increased 28% as the repositioning opened cross-sell opportunities for data services, personalization, and multi-channel distribution.

#### MEASURABLE IMPACT

*Premium client acquisition, improved customer lifetime value through consultative positioning, and differentiation that insulates margins from race-to-bottom bidding.*

### Ready to see similar results?

Schedule a 30-minute discovery call at [rogergimbel.com/free-consultation](https://rogergimbel.com/free-consultation)

## GIMBEL & MARKETING STRATEGY SERVICES:

Repositioning from Commodity Vendor to Strategic Partner

Transforming transactional relationships into long-term partnerships.

#### THE CHALLENGE: Commodity Vendor Trap



**Price-Driven RFPs,**  
Treated as Interchangeable.



**High Client Churn:**  
\$2.1M lost in one year to  
lower price competitors.

#### THE STRATEGIC PIVOT: From Printer to Campaign Partner



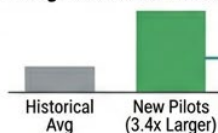
**Repositioned  
Identity: 'Campaign  
Production Partner'**



**Go-to-Market Toolkit:**  
Redesigned Website,  
Vertical Case Studies (ROI),  
Content Marketing.

#### THE MEASURABLE IMPACT: Growth & Retention

##### Average Deal Size Growth



**6 Pilot Projects**  
Converted from 14  
Qualified Meetings.



**Invisible to Decision  
Maker (Marketing Directors),**  
No Value Messaging.

#### THE MEASURABLE IMPACT: Growth & Retention



**Avg. Revenue Per  
Client Increase**  
Opened cross-sell opportunities  
for data & personalization.



**Improved Retention:**  
Shift to Proactive  
Consultation,  
Engaging Earlier in Planning.

**MEASURABLE IMPACT:** Premium Client Acquisition, Improved Lifetime Value, Margin Insulation.



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