



MARKETING PLAN

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PRINT  NIKEY

EXECUTIVE SUMMARY

Company Description

U.S. based e-commerce print reseller with well-established relationships to help customers achieve their business objectives through strategic marketing materials. Print Donkey is your one-stop shop for the best quality print product at the best price.



Industry Competitors

Market Leaders: Vista Print (87% of the market), PS Print, and Got Print
Substitutes: Brick & Mortar, Home Printers, 3D Printing

Strategic Focus

Become foremost strategic provider of print, design, and marketing consultation for our partners.

SWOT Analysis

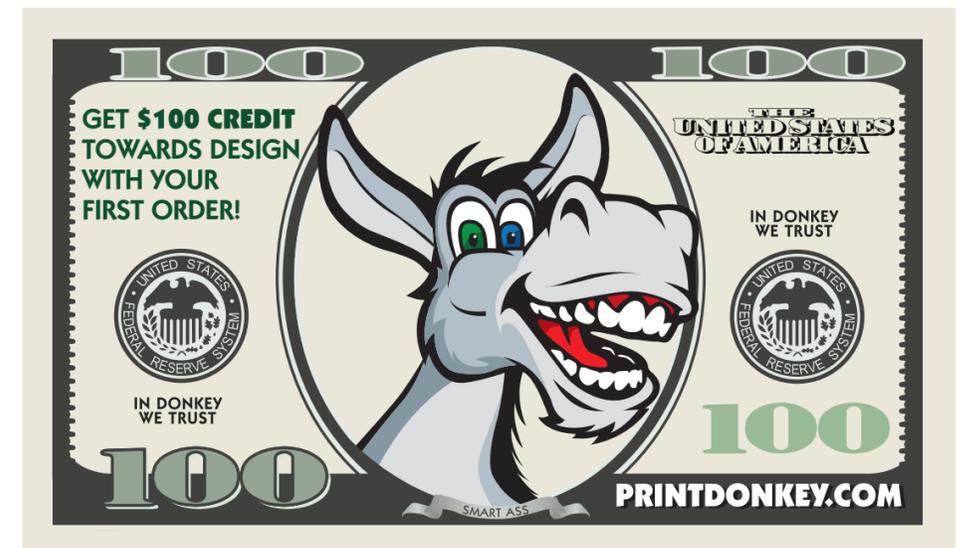
Strengths: Print & Design Experts, 24/7
Weaknesses: Limited Personnel, Start-up
Opportunities: \$668 Billion Market by 2017
Threats: Internet & Price Competition

Three Dimensional Segmentation

Professionals > Business Cards > San Diego Metropolitan
SMB > Presentation Folders > Phoenix Metropolitan

Customer Profiles

Professionals: Realtors, Doctors, Agencies
SMB: Entrepreneurs, Start-ups, 2-100 Employees



PRINT DONKEY

EXECUTIVE SUMMARY

Product, Pricing Strategy

Challenges in the Industry Print Donkey Solves: Printed products are not sold through single provider, Prices are not very transparent

Trends to Watch For: Growth of mobile phone and internet usage, growth of Hispanic population

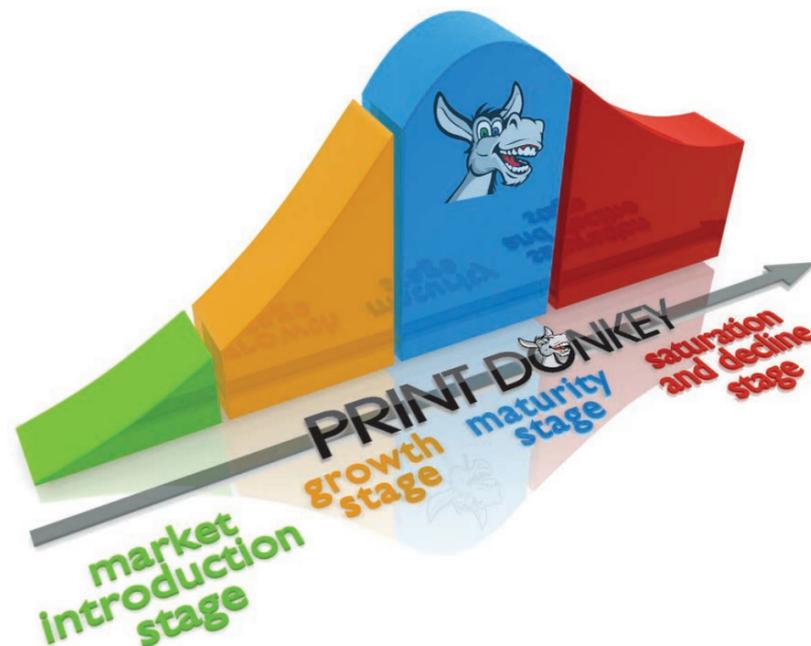
Pricing: Because of Print Donkey's relationship with printing companies and a large volume commitment, we are able to sell to end users a lower price than if they were to go directly to that production facility.

Marketing Master Calendar

Advertising Mix: Search Engine Marketing, Email Database Marketing, Online Display Advertising

Sponsorships: Events, Pro-bono Work, Workshops

Marketing Tools: How-to-Videos, Social Media, Display Banners, Published Articles, Website Maintenance



PRINT DONKEY

Business Development Roadmap

Market Intelligence Strategy: Operation of previous print site, Industry study, Real world testing & feedback

Business Development: Launch of site, Conferences, e-Marketing, Events, Assessment of past & future projections, Build clientele, Network

Lasting Presence: Exit / Expansion



COMPANY DESCRIPTION & INDUSTRY COMPETITORS

Company Description

U.S. based e-commerce print reseller with well-established relationships to save customers time and money on day-to-day and complex printing projects. Print Donkey helps customers achieve their business objectives through strategic marketing materials; from initial concept to final design. Instead of sending a Request For Proposal (RFP) to multiple printing vendors, Print Donkey is your one-stop shop for the best quality print product at the best price.



100% Satisfaction Guarantee
*Print Donkey guarantees the highest quality
and the lowest prices!*
*We will price match any competitive pricing for
printing of comparable quantity and quality.*

Industry Competitors

Market Leaders: Vista Print (87% of the market), PS Print, and Got Print

Price competition on identical products, financial backing, economies of scale and cost advantages, established brand identity, greater bargaining power, diverse customers

Substitutes: 3D Printing, brick and mortar, home printers

Price of printers and software declining, technology more available, ready-made templates

Entry Barriers:

Time to develop relationships with print shops, licensing deals, printing and design expertise, complex software integrations, brand awareness



POSITIONING MAP

High Level of Service

PRINT DONKEY

PFL Let's Grow Your Business

PsPrint
A DELUXE COMPANY

vistaprint®

PrintRunner

Low Cost

High Cost

UPrinting
Spread Your Message!



GotPrint.com
Your Promotional Experts

MOO

 **printpelican.com**

Self Service

PRINT DONKEY

STRATEGIC FOCUS & SWOT ANALYSIS

Strategic Focus

Become foremost strategic provider of print, design, and marketing consultation for our partners.

1. Create engaging marketing materials that resonate with target audience
2. Support partners to grow their business profitably
3. Provide value beyond a single product or service
4. Deliver collective learning

SWOT Analysis

Strengths

Management
Printing and Design Expertise
Location (e-commerce)
Availability (24/7)



Opportunities

Print Market Growth (\$668B in 2017)
Global Market Potential in Years 4 & 5
Vertical Integration
Design & Marketing Consultation Services



Weaknesses

Start-up
Low Brand Awareness
Limited Personnel
Vulnerable Financing

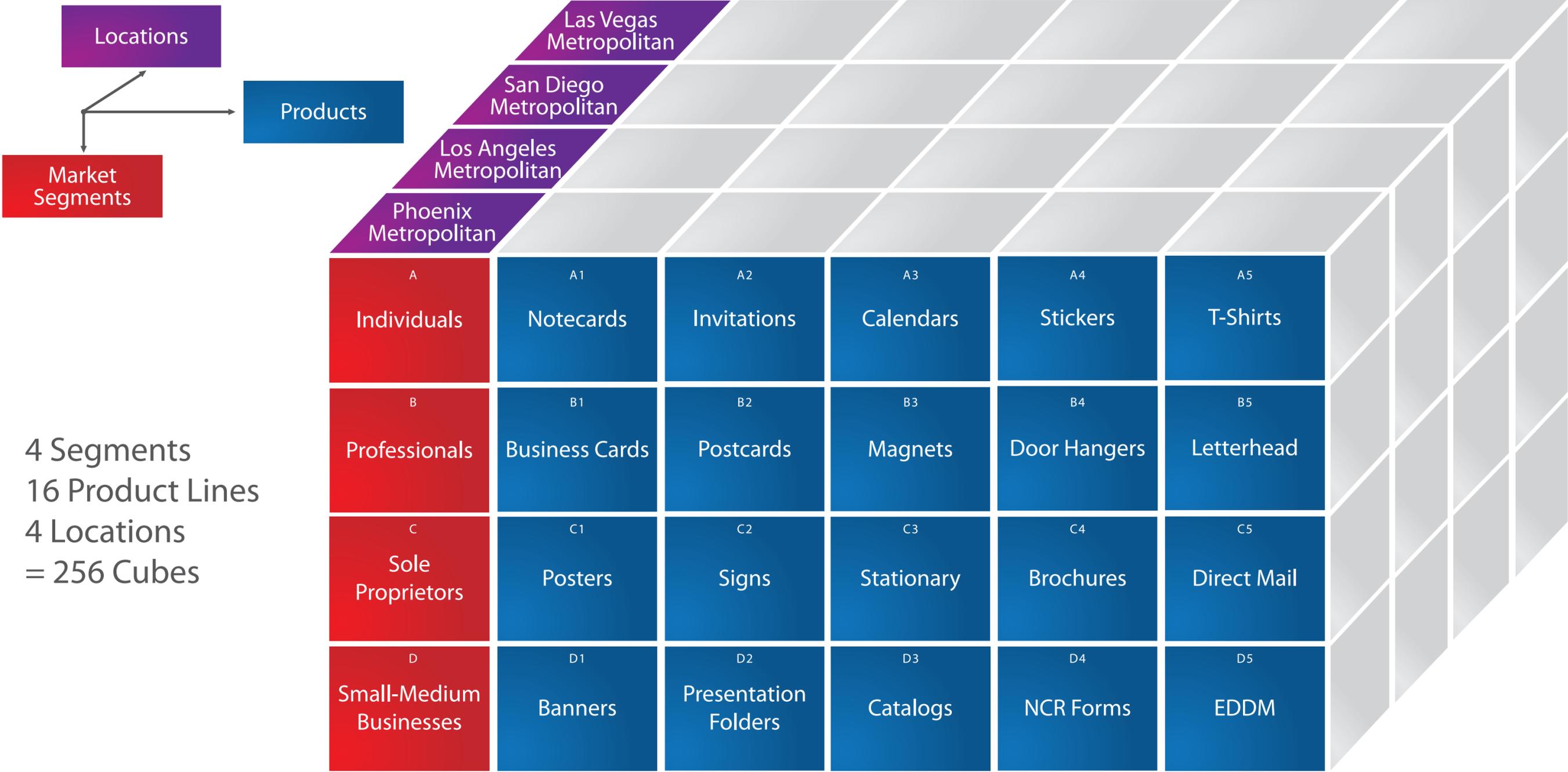


Threats

Internet & Price Competition
Economic Downturn
Brick & Mortar Stores



THREE DIMENSIONAL SEGMENTATION



4 Segments
 16 Product Lines
 4 Locations
 = 256 Cubes

Professionals > Business Cards > San Diego Metropolitan
 SMB > Presentation Folders > Phoenix Metropolitan

CUSTOMER PROFILES

Professionals

- Ex: Realtors, Authors, Insurance Agents, Doctors
- Tech savvy
- Uses print media to market themselves/their business
- Works out of home office or small office
- Ages 22-60
- Dedicated and hard-working
- Outgoing, bubbly personality
- Loyal to commissions/sales, not to brands
- Set marketing budgets

Small-Medium Businesses

- Ex: Start-ups, businesses with only one or few locations
- 2-100 Employees
- Self-starters, Entrepreneurs
- Unafraid of obstacles
- Creative
- Proficient with adopting new technology
- Desire to be on the cutting-edge; willing to spend money on marketing to position as an industry leader

Sole Proprietors

- Ex: Pool Cleaner, House Painter, Landscaper, Bookkeeper
- Leans a little conservative
- Prefers making deals with a person rather than a computer
- Knows how to use email and social media, but wonders how the kids do it so quickly
- Consumes most media via television and radio
- Brand loyal
- Median age 45
- Income < \$100K
- 50% have college degrees

MARKETING GOALS & OBJECTIVES

MARKETING DASHBOARD

MARKET SIZE & MARKET SHARES / REVENUES & GROSS MARGIN / MARKETING EXPENSES PER SEGMENT

SEGMENTS	Professionals	Small-Medium Businesses	Sole Proprietors	TOTAL
Market Size in \$	\$607,500,000	\$472,500,000	\$270,000,000	\$1,350,000,000
Market Size in units	1,215,000	189,000	270,000	1,674,000
Print Donkey Market Share in units	243	38	54	334.8
Print Donkey Revenues in \$	\$96,250	\$123,750	\$55,000	\$275,000
Print Donkey Gross Margin in \$	\$36,500	\$62,000	\$26,000	\$124,500
Print Donkey Marketing Expenses in \$	\$2,950	\$6,300	\$0	\$9,250
Ratio: Gross Margin / Revenues	38%	50%	47%	45%
Ratio: Marketing Expenses / Revenues	3%	5%	0%	3%
Ratio: Marketing Expenses / Gr. Margin	8%	10%	0%	7%

MARKETING MEDIA-MIX BUDGET in \$

MEDIA

BUDGET

	Professionals	Small-Medium Businesses	Sole Proprietors	TOTAL
1. Trade Shows	\$0	\$0	\$0	\$0
2. Advertising	\$1,200	\$2,800	\$0	\$4,000
3. Promotions	\$0	\$0	\$0	\$0
4. Public Relations	\$0	\$0	\$0	\$0
5. e-Marketing	\$800	\$2,000	\$0	\$2,800
6. Sponsorships	\$450	\$500	\$0	\$950
7. Membership Fees	\$0	\$0	\$0	\$0
8. Marketing Tools	\$500	\$1,00	\$0	\$1,500
9. TOTAL	\$2,950	\$6,300	\$0	\$9,250
ALLOCATION	32%	68%	0%	100%

PRODUCT, PRICING STRATEGY

Product

Challenges in the industry that Print Donkey Solves for:

- Printed products are not sold through a single provider (e.g. purchasing business cards through Vista Print and purchasing an A-Frame sign through Alphagraphics)
- Prices are not very transparent (it takes time to get a quote from three separate vendors)
- Printing companies require that you submit design-ready files

Trends to watch:

- Growth of mobile phone sales and internet usage
- Growth of Hispanic population



Pricing: low cost and high level of service

Because of Print Donkey's relationship with printing companies and a large volume commitment, we are able to sell to end users a lower price than if they were to go directly to that production facility.

However, our cost does need to account for time designing materials, proofing, and the approval process. Print Donkey does not want to diminish the value of these services.

Sample Pricing:

Print Donkey

4'x8' 13-oz Outdoor Banner,
Grommets & Hems
\$79

Vista Print

4'x8' 10-oz Outdoor Banner,
Grommets & Hems
\$110

Print Donkey

14pt Pocket Folder, Pocket
Slits, 4/0
Qty 250 - \$590

PsPrint

12pt Pocket Folder, Pocket
Slits, 4/0
Qty 250 - \$720.37



MARKETING PROGRAM MASTER CALENDAR 2015-16

MARKETING MIX

	October	November	December	January	February	March	April	May	June	July	August	September
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ADVERTISING MIX:

Search Engine Marketing	[Active]											
Email Database Marketing	[Active]											
Online Display Advertising	[Active]											

e-MARKETING:

Email Marketing to Customers	[Active]											
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SPONSORSHIPS:

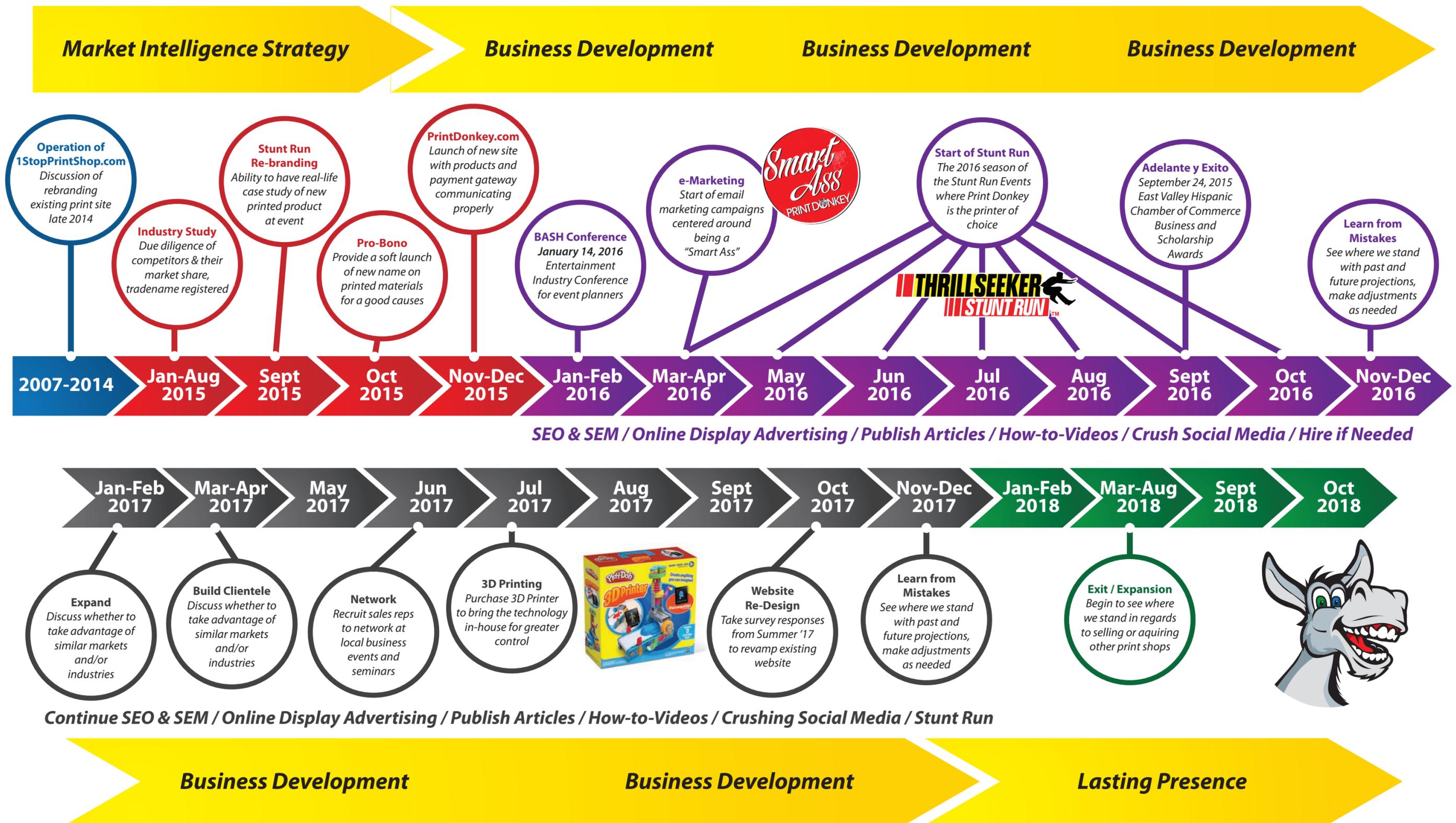
Events	10/31/15	11/28/15					4/30/16	5/14/16	6/11/16	7/9/16	8/13/16	9/24/16
Pro-Bono Work	10/24/15			1/1/16			3/1/16		5/1/16	6/1/16		8/1/16
Workshops				1/18/16			3/14/16		5/16/16	6/13/16		8/15/16

MARKETING TOOLS:

Branded Merchandise	[Active]											
How-To-Videos	[Active]											
Published Articles	[Active]											
Social Media Platforms	[Active]											
Display Banners	[Active]											
Email Automation Software	[Active]											
Website Maintenance	[Active]											



PRINT DONKEY BUSINESS DEVELOPMENT ROADMAP



**“THE MAN WHO
STOPS ADVERTISING
TO SAVE MONEY IS
LIKE THE MAN WHO
STOPS THE CLOCK
TO SAVE TIME.”**

PRINT DONKEY

