

# Top 10 Tips to **MAXIMISE MEMBERSHIP**

Membership entitles members access to sales and marketing tools that promote paper and print to your customers. Utilising the material will assist you in selling the value of your industry. Use the campaign materials as they are or brand them to align with your business initiatives.

Get **MORE**  
out of **YOUR**  
membership!

## **INCLUDE THE VoPP CONTENT IN YOUR SALES PACKS**

Use the content to start conversations, add to your relevance and credibility.

## **RE-BRAND & INCORPORATE VoPP CONTENT INTO YOUR MARKETING COLLATERAL**

Include the content within your brand and marketing collateral.

## **BOOK A VoPP SALES BRIEFING**

Invite the VoPP and Two Sides team to your next sales meeting.

## **USE THE 'NICKABLE CHARTS'**

Build strength and add data into your client presentations.

## **HOST A CLIENT EVENT\***

Invite your clients to hear the good messages around print media.

## **ENGAGE YOUR TEAMS WITH THE MONTHLY eNEWS**

Encourage your sales teams to subscribe to the mailing list.

## **IMPLEMENT THE CAMPAIGN SIGNAGE**

Use campaign signage throughout your offices, transport providers and more.

## **INCLUDE VoPP RESEARCH ARTICLES IN YOUR NEWSLETTERS**

Incorporate the content into your company newsletters whether internal or external.

## **PARTNER IN PROJECTS WITH THE CAMPAIGN\***

For national or trans-Tasman companies, consider sponsoring a roadshow.

## **CELEBRATE THE INDUSTRY!**

Use VoPP collateral to celebrate the dynamic, versatile and relevant industry we work within.

Membership entitles you to a wealth of invaluable content. Utilise it all to gain maximum benefits and engage your customers in a conversation about the effectiveness of paper and print. Through market research, inspiring case studies and informed articles, VoPP outlines the future of this incredible marketing channel and enables members to develop a compelling argument for their sales discussions.

### 1. Include the VoPP Content in Your Sales Packs

VoPP Case Studies, White Papers and Research material form a compelling argument as to why your customers should use print in their marketing campaigns. Use the content to start conversations, add to your relevance and credibility.

### 2. Re-brand VoPP content and incorporate within your marketing collateral

Whilst all content must be referenced, as a member you can include the content within your brand and marketing collateral.

### 3. Book a VoPP Sales Briefing

Invite the VoPP and Two Sides team to your next sales meeting. They will brief in the campaign, provide updates on the latest research and guide your sales team through a 'Value Plus' selling model.

### 4. Use the 'Nickable Charts'

Build credibility and strength into your client presentations. The 'Nickable Charts' can be sorted by relevance and you can download them to be easily included within your presentations and tender opportunities.

### 5. Host a Client Event\*

Invite your clients to hear the good messages around print media. Host an event to promote and present the VoPP content. This can be an internal event presented by your sales leads or you can invite a VoPP representative to be your key note speaker.\*

### 6. Engage Your Teams with the Monthly eNews

Encourage your sales teams to subscribe to the mailing list. Alternatively, provide the VoPP team with your sales and marketing team emails and we will do the rest. Include the articles and content of the eNews within your sales meetings to encourage role-playing and general discussion about the value of print media.

### 7. Implement the Campaign Signage

Use campaign signage throughout your offices, transport providers and more. Members have already created decals with the VoPP facts throughout boardrooms, meeting rooms and built the content into their operational posters for use throughout their offices and factories. Signage encourages your teams to always remember value in every step of the manufacturing process. Truck livery is also available for transport skins.

### 8. Include VoPP Research Articles in Your Newsletters

Incorporate the content into your company newsletters whether internal or external. The content is referenced, verifiable and promotes the value of paper and print in an engaging and informative way.

### 9. Partner in Projects with the Campaign\*

For national or trans-Tasman companies, consider sponsoring a roadshow. For state based companies, consider working with the VoPP design team to create artwork for expos, client stands and more.

For those with PR and Media access, consider promoting your VoPP membership when preparing your media plans and calendars. As a not-for-profit organization, VoPP is committed to working with the industry and all partnership opportunities will be considered.

### 10. Celebrate the Industry!

Building confidence within an industry that has faced recent challenges is a core element of the VoPP campaign. Host an industry celebration day within your office to remotivate your teams. Use the merchandise collateral for t-shirts, stickers and more to celebrate the dynamic, versatile and relevant industry we work within.

**Note\*** Platinum members only. Non-Platinum members may incur an additional fee.

