

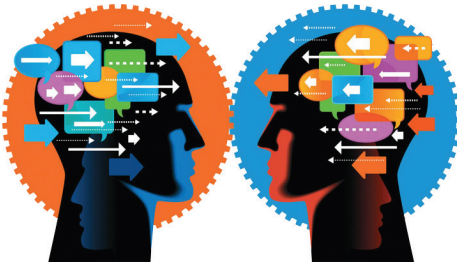


Connecting with Today's Consumer

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With communication now being conducted in real time, consumers expect an immediate response and access to the information they want and need. Do you know what your consumer looks like today? Do you know what they want? Are they happy? Are their needs being met? Well, they expect you to know. They expect you to have a handle on their likes, dislikes, and their needs. And they are not only looking to you for all this, but they are also looking for it in the channels they prefer. Feeding this demanding appetite is not just a modern-day "challenge" but a fundamental component to the very survival of your business.



They're Not Who You Think They Are

We're not just talking about a specific segment of the consumer population. This does not just refer to the 20-something "plugged-in" hipsters. Increasingly, studies show that this desire for instant gratification of current information and immediate connectivity spans across all demographics, creating unique,

never-seen-before communities of consumers. Reaching and appealing to this new consumer must be at the crux of a business's focus today.

Communicating Their Way

Communication with consumers is undergoing rapid changes. The revolutionary shift in expanded communication began with the introduction of TransPromo opportunities within the transactional document package and moved into full-color offerings through a seamless integration of print and electronic delivery. Communication must not only be relatable, but responsive to customers' needs and preferences, necessary if you want them to pay attention to you and hear what you have to say. It is critical to know how to really **talk** to your

consumer, staying in touch and gathering feedback on what they want through their preferred channels. And, that is just the beginning of the conversation. You then need to **keep up** the conversation; through blogging, social media, your website – all channels you know they will be looking to and using. Plus, these channels must be recognized as lines of communication **between** consumers—they will be talking about you and your products. Without this crucial understanding and adaptation of consumer communication, you won't be noticed or heard and may well be cast adrift in the sea of information white noise.

Surviving and Thriving Today

By taking the time and allocating necessary resources to adjust your language to fit your consumer's preferences and leveraging the latest technologies, you will be able to increase responsiveness and strengthen the connections critical to the survival of the relationship between and amongst your consumers. Businesses must shift paradigms to accommodate the requirements in this new world of communication. Or, they risk falling to the evolutionary wayside, much like the phonograph and carrier pigeon.

