



IMPRESSIONS THAT LAST: WHY PRINT ON DEMAND FOR HIGHER EDUCATION WORKS

Higher education marketers relentlessly strategize ways to set their college or university apart from the rest.

More than ever before, prospects, students, alums, and faculty members expect **high-quality** products over ordinary swag. And, in the interest of sustainability, they also expect to receive items that they'll **actually want to use**.

A print-on-demand (POD) strategy will make it possible for you to support recruiting opportunities and on-campus events all year long. It's easier than ever before to customize merchandise for your department, or follow-up with your many audiences in a one-of-a-kind and memorable way.

Spoke Custom can help you take your outreach to the next level with high-quality POD products that will create lasting impressions.



Industry Growth

Print on demand is not new, but with increased demand for customized and personalized products, new technology and operational efficiencies have allowed the POD industry to thrive.

Spoke Custom uses highly innovative and accessible systems. We deliver fast, high-quality, personalized products students and their families will remember — and we do it quickly and efficiently.

→ The proof is in the stats:

\$7 trillion

Online shopping is more important than ever before. In the next few years, retail-focused e-commerce is predicted to peak \$7 trillion in annual sales or 25% of total retail sales.¹

80%

of customers are more likely to buy from brands that personalize experiences²

30%

expect personalization by default³

1-in-5

customers are willing to pay up to 20% extra for personalized products and services⁴



VERSATILE SOLUTIONS TO MAKE YOUR SCHOOL **STAND OUT**

Personalized Products

Print-on-demand enables sophisticated integrations that make it possible to personalize items with unique data, like students' names or degrees. Supported by Spoke's process, marketing teams can efficiently print and ship these one-of-a-kind individual units, avoid acquiring unnecessary inventory, and streamline their fulfillment processes.

See how personalization can be used to build and support your school's brand for internal and external audiences:

2x

in early applications by gifting personalized products⁵

7%

Increase in enrollment when combined with right tactics⁶

Brand Awareness

Applicants who make good use out of their personalized products support broader marketing and brand awareness for higher ed.

Premium Print Quality

On-demand printing technology is better than ever before:

-  Unlimited colors with CMYK and PMS color matching
-  Vast assortment of products and premium brands
-  High-precision detail and exceptional vibrancy
-  Adaptability for nearly any product you want to customize

When you need products to support your engagement strategy, count on our innovative on-demand processes to deliver exactly what you need.



80%

of customers are more likely to buy from brands that personalize experiences²

^{1, 4} ComCap. "ComCap's perspectives on Print on Demand." Comcap, 13 August 2019.

² Epsilon. "New Epsilon research indicates 80% of consumers are more likely to make a purchase when brands offer personalized experiences." Epsilon, 9 January 2018. Accessed 30 June 2022.

³ Forbes. 50 Stats Showing The Power Of Personalization. Forbes. Accessed 30 June 2022.

^{5, 6} EAB. "Increase application completion, enrollment, and yield with gift giving." EAB, 16 August 2017. Accessed 30 June 2022.



Fast Turnaround

Whether you need five or 500, print-on-demand makes fulfillment fast and easy. Spoke Custom provides a complete end-to-end solution for on-demand printing and makes it simple to support your planned and spontaneous opportunities.

Partner with us to see how we can develop a year-round program that integrates with your existing internal and external marketing and communications strategies. A well-planned strategy can identify the right time and customizations to connect with prospective students, current students, and alums to create and continue lasting connections.



Why Spoke Custom?

Your competitors are already producing branded and personalized promotional materials. You can have that for your recruitment and relationship management, too. Let Spoke Custom help you take your offerings to the next level.

High-quality products are more likely to withstand years of use, and personalization adds value to students and their families. Personalized merchandise not only acts as an extension of your brand, but it helps families show off their school pride, reinforcing their identification with your college or university.

Spoke Custom is here to help you plan your next POD strategy that supports your school's brand and mission.

LEARN MORE AT
spokecustom.com

