

Connecting Lexmark with consumers

A longtime B2B brand enters the D2C market



172 number of countries that have customized offerings

1.4 million website pages

40 number of localized languages

For B2B brands who have always relied on distribution, going direct-to-consumer can open up a whole new revenue stream.



IBM spin-off Lexmark was gaining a strong foothold on the printing market when they found out their biggest distributor would be entering the market themselves.

What do you do when your biggest customer turns into your biggest competitor? Lexmark needed to replace revenue, and fast. They decided to go direct-to-consumer for the first time and move more sales online. They called in Ntara to get the job done. We did all that and more.

Done right, digital can be your ultimate sales rep – guiding a consumer through the entire process, from research to evaluation to purchase.



We started with research. We conducted reams of research with consumers to pinpoint Lexmark's best opportunities and understand their shopping journey.

Consumers shopping online wanted to be handheld through the

process – from understanding their printer options to finding the right match for their needs. With so many options on offer, they also needed help filtering. We built a strategy to support the consumer's entire shopping journey and ultimately turned research into purchase. From there, we optimized Lexmark's e-commerce program, from front-end experience, to back-end technology and operations.

More and more, digital is the primary way customers interact with your brand. Your corporate website is a vital first impression – make it count.



As part of this initiative, we tackled Lexmark's global website to put a consumer-friendly spin on it and align their brand. We developed a new look-and-feel that reflected Lexmark's core brand but also made the site more engaging and user-friendly. To ensure standardization across their global site, we implemented a style guide that defined color, tone and style across the organization and around the world. Totalling over 1.4 million pages of content, the Lexmark website is our largest deployment to date, and it went off without a hitch.

Digital channels are an excellent way to engage those crucial front-end employees inside your distribution channels.



It wasn't enough to go direct – Lexmark also needed to engage their distribution partners in a whole new way. We helped Lexmark create custom training for their four largest big-box retail partners. The training program and campaign targeted 60,000+ in the field employees who were interacting directly with consumers and in the coveted position to make a product recommendation. The training we created was dynamic, fun and intentionally game-like. We tracked both individual and team results, and we stoked healthy competition by aggregating results and featuring the highest-scoring stores across the country. It was a wild success. These front-line employees turned into Lexmark's most avid ambassadors, and sales went through the roof.

If we build it, will they come? Don't get distracted by design and development. From the get-go, line up your strategy to drive traffic to e-commerce channels.



We didn't stop at launch. We followed through by building out a comprehensive marketing program to support their key product launches. From dedicated product sites to full-blown online advertising campaigns, our team stepped up with creative ways to drive traffic and deliver new customers to Lexmark.

Choose your partner wisely. Designing and deploying a global website requires a technical heavy-hitter who can navigate back-end complexities with confidence.

The technology it takes to design and deploy a global site is not for the faint of heart. But our team tackled it head-on and became the de facto quarterback for Lexmark's team of developers and marketers around the world.

LET'S DO THIS

ABOUT NTARA A moment of opportunity. A point of pressure. A change of course. There are moments that call for action. And in these moments, you need a partner you can count on for data-driven guidance, technical gravitas and digital chops. That's where we come in. Ntara operates -- and excels -- at the intersection of business strategy, digital innovation and technical integration.

We started out building software from scratch over fifteen years ago. Our story begins deep in the complexities of data, engineering and technology,

This level of dedication meant 6 a.m. meetings with the Europe team in the mornings and 6 p.m. meetings with Asia in the evenings, on the regular.



We ran interference between IT and marketing, helping to coordinate technical requirements and business needs. We worked with dozens of different software systems, including content management, pricing and fulfillment to create a seamless experience for customers across the globe. Our tech team navigated all the complexities of product sales across international markets. For example, the product that's available in the U.S. but not Russia, or the product that goes by one name in the Americas and another name in Europe. And as for the customer's experience, our behind-the-scenes work on integration delivered a quick, seamless and tailored online shopping experience, no matter where in the world they were located.



building business-critical platforms. And that mindset stays with us still. So, if you have an idea, but you need it built, we're the ones who can do it.

And one last thing you should know about us. There's no pretense here. We have small-town roots. Our address is at the center of a thriving (and revitalizing) corridor of Tennessee, and we like it that way. It keeps us honest. It keeps us down-to-earth. No nonsense, no ego – we think that's an excellent combination. Our clients tend to agree.

Visit our website ntara.com/brand to find out more.

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