

Before you write off the printed catalogue entirely, here's four compelling reasons why the print catalogue is still an indispensable tool for attracting and keeping your customers.

# 01



## Catalogues still pack a punch

They provide a physical presence in the offices and workshops of your customers. Catalogues are harder to dismiss, they provide valuable information that's immediate and to-hand, they can also engage the reader and prompt them to begin the buyers journey.



# 02

## Catalogues support e-commerce and 'in-store' sales

Effective for driving customers to your other channels, catalogues serve as the first stop on the buying train, encouraging them to make the phone call or go online and complete a purchase. Catalogues provide all the contact information needed for your customer to connect with you.

Catalogues are effective as a targeted marketing strategy

With powerful databases and greater knowledge of buyers, your existing and potential customers can be targeted more effectively than ever. Vast print-runs can be reduced and there's less wastage, plus with the advent of software solutions such as **ONCE® Catalogue** producing up-to-the-minute, print ready artwork at the touch of a button, your sales team can have a cost-effective, powerful calling card to leave behind that's more likely to generate results.

# 4 Significant Reasons

Why Printed Catalogues are still essential in the Automotive Aftermarket

## Catalogues possess priceless branding power

A catalogue can provide a level of brand recognition, credibility, loyalty and product awareness that is simply not available on the web. Left on desks, work benches or office shelves, most people will hesitate before throwing something tangible out. Whilst it's much easier to close a browser window.

# 03



# 04

So, there are good reasons why the printed catalogue is here to stay. It may be smaller or distributed in a more targeted manner, but it will remain a major player in profitably selling automotive parts to the aftermarket for a long time to come.

If you want to find out how you can simplify your entire catalogue production process and produce up-to-the-minute, print-ready artwork at the touch of a button, then talk to Elcome about **ONCE® Catalogue**.