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Integrating Print into Your Marketing Mix

A few months ago in this newsletter we introduced you to the power of combining traditional direct mail marketing with web-based communication, and provided supporting research for the concept. Since then, new research has been published, providing even more evidence for the idea that print remains a viable and valuable part of any marketing campaign.

FedEx Office, in conjunction with the Ketchum Global Research Network and Braun Research, conducted the third annual *Sign of the Times* small business survey in spring 2010. The survey respondents were small business owners employing 5 to 100 employees and whose companies generate over \$100,000 in annual revenue; over 500 interviews were completed. Survey results include:

- 87% of survey respondents indicated that printed marketing and advertising tools are somewhat to very effective in driving customers to their businesses.
- 57% of owners aged 18-34 believe in the power of flyers and brochures - more than their older counterparts (47%).

In addition, 44% of respondents said they plan to increase communication with existing and potential customers via a printed piece - a newsletter or direct mail.

How to use print for marketing

As people increasingly use the Internet to conduct research on products, services and the businesses that provide them, it becomes very important to be sure that your business or organization is included in the search. Search engine optimization applied to a company's website helps raise the organic ranking, increasing the possibility that the site will be listed on the first page.

However, as good as web searches are, nothing beats getting people right to your site — without the listings of all your competitors. A direct mail piece invites prospects to your site with a quick and attractive overview of your products and services, right in their hands. Many kinds of direct mail pieces can be sent; catalogs consistently are named by recipients as a reason for visiting a website.

Postcards are another effective way to invite people to a website. For overall value, we like using postcards as a direct mail piece. They don't require opening for the recipient to view the message. A postcard that keeps the mailing panel to a minimum allows for attention-getting design and instant impact of the most important message. A small postcard (i.e., no larger than 4x6 inches) can be mailed at the First-Class card rate which is a lower postage rate than standard mail, has delivery priority, and comes with free address correction services.



Postcards are also more cost effective than an enveloped mailing, both because there are fewer pieces to print and no inserting or sealing requirements. Full color printing on both sides of a postcard is now affordable and may even be less than single or two-color printing on an enveloped mailing.

It has been found that certain industries greatly benefit from the creation of a personalized web page (PURL), including insurance, manufacturing and retail. PURL's are a great way to relay information or offer incentives, while at the same time collecting data from current or potential customers. A PURL can also be a very useful tool for fund raising for not-for-profit organizations. In a 2009 study conducted by Dr. Marnie Brown of the University of California, Irvine, these industries were identified as having the top visit rates (i.e., the number of recipients who visited the PURL sent to them) and response rates (i.e., submitted information upon visiting the PURL).

If you have marketing reasons for using an enveloped mail piece, consider the results of two research studies about envelopes. A 2006 study commissioned by the Envelope Manufacturers Association and conducted by Golin Harris in collaboration with Insight Express tested perceptions of direct mail and mailed envelopes among 1,800 American adult consumers. Here are a few of the findings:

- 75% of respondents said they were most like to pay attention to and act on direct mail sent to the home – over three times more than unsolicited e-mail, online banner or pop-up ads, sales calls to the home and text messages combined.
- Respondents favored direct mail sent in envelopes (41%) compared to post cards or self-mailers (16%).
- When receiving an envelope in the mail containing marketing, advertising or promotional material, respondents said they “always or usually” open the envelope if they believe the contents might be interesting (66%), might be of personal value to them (61%), or can clearly identify the purpose or sender (59%).

A study conducted by Clinton Amos, Ph.D. of the University of North Texas and Audhesh Paswan, Ph.D. of the University of Mississippi tested recipient feelings toward teaser copy on the outside of envelopes and the envelope appearance. Six types of envelope messages and three envelope characteristics were studied.

The six envelope messages were importance (characterized by “confidential” or “first notice”); urgency (offer expires soon); price incentive (no fees, are you paying too much?); non-price incentive (sweepstakes, coupon inside); exclusiveness (preferred customers only, special offer); and gratitude (thank you, we appreciate your business). The three variations on envelope appearance were personalized (handwritten name and address, a live stamp, and return address from an individual); official (creating a feeling of something important and non-trivial); and standardized (addressed to the recipient in an impersonal way). Here are the findings:

- Only three envelope messages were associated with the intention to open the envelope: importance, gratitude and non-price incentive.
- All three envelope characteristics were shown to have positive effects on the intention by recipients to open the envelope.

Using print is environmentally sound

Despite the proven benefits of using print, some business owners and organization top managers have cut back or discontinued print, believing print to be detrimental to the environment and inconsistent with a commitment to “going green.” We believe there is a lot of evidence to indicate otherwise, and that you don't need to deny your business or organization the benefits of print.

- *E-marketing is not environmentally neutral.* Energy is required to power computers, and mobile digital devices powered by batteries create toxic e-waste.
- *Paper is a renewable resource.* Trees used for paper come from forests owned by paper manufacturers and grown for papermaking. Paper manufacturers plant over 4 million new trees each year – more than are harvested.
- *Paper used for printing can be reused, recycled or converted to other paper products such as packaging materials.*

Integrate print into your marketing plan

Print continues to be an effective way to get information about products and services into the hands of customers and prospects. While you may control costs or save waste by cutting down on the quantity ordered and even the variety of printed material, it isn't wise to eliminate printing altogether. If you remain unsure about whether you can print and still be environmentally responsible, contact us at 763.425.4251 for more details about the research we've cited. We'll be glad to provide additional information.



One aspect of being environmentally responsible with print is to order the appropriate quantity of printed materials. As a guideline for how much to order, we recommend that you maintain between a three and six month supply. More than a six month supply means that you risk having to discard marketing material that becomes out-of-date; less than a three month supply and you may be giving up cost savings associated with a longer print run.

In the past, it was more difficult to manage print inventory, and a mistake could be costly. Today, however, our digital printing equipment allows us to offer print-on-demand; the ability to print marketing materials in full color as you need them. For more information on how print-on-demand can benefit your company or organization, contact a Visions sales representative at **763.425.4251** or visit **visionsfirst.com**



Is the paper industry sustainable?



Forests are one of the few large-scale industrial systems that are both sustainable and a contributor to removing carbon dioxide from the atmosphere. Growing forests absorb carbon dioxide from the atmosphere and through photosynthesis, convert it into a woody biomass of carbohydrates that remains stored in paper and wood products. A cubic meter of wood contains 210 kilos of atmospheric carbon.

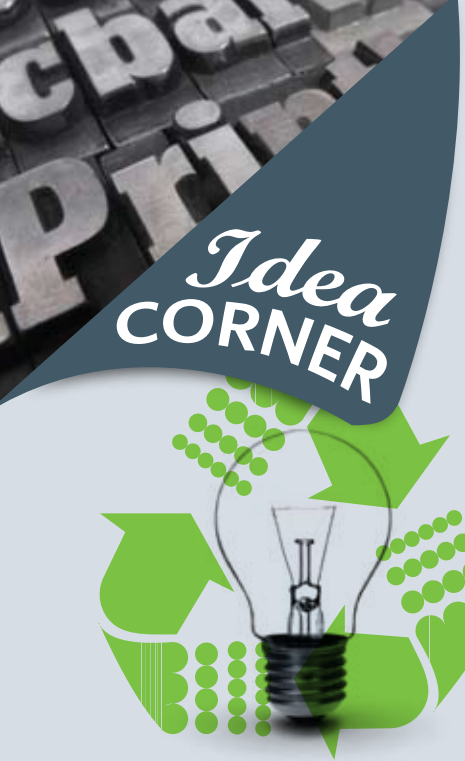
Young, vigorously growing forests are more efficient at storing carbon than old forests because gross carbon storage eventually reaches a ceiling. After that, the amount stored is equal to the amount liberated in decomposition. Carbon bound in trees does not disappear once a tree is harvested, but continues to be stored until decomposition takes place.

Wood and paper are a renewable resource. The carbon cycle based on photosynthesis makes growing trees a natural cycle that benefits both climate and the environment.



1 Cubic Meter

= 210 kilos of CO₂



Cogeneration

Producing paper is an energy-intensive activity accounting for up to 25% of the cost of manufacturing. As environmental awareness has increased, the paper industry has an added incentive besides cost reduction to become energy-efficient.

The pulp and paper industry is the single largest producer and user of biomass fuels. Wood residue, residue from forestry operations, bark, black liquor (a byproduct of the papermaking process) and production residue are examples of biofuel used by the paper industry. About 50% of the total energy consumption of the pulp and paper industry comes from carbon dioxide-neutral biomass fuels.

The pulp and paper industry also uses *cogeneration* to conserve energy. Cogeneration, sometimes called *combined heat and power (CHP)*, is the process of generating both electricity and useful heat from the waste energy of the papermaking process.

Cogeneration is one of the most common forms of energy recycling.

VO CAB OF THE Graphic ARTS

AIDA: an acronym for *awareness, interest, desire, action*. A classic model of consumer behavior that traces the sequence of cognitive events leading to a purchase decision or other action. Also called *hierarchy of readiness*.

Average: the middle of an evaluation scale. Computed by dividing the number of the numbers by the number of entries.

Black liquor: the liquid remaining in the papermaking process after pulpwood has been digested into paper pulp by removing lignin, hemicelluloses and other extractives from the wood to free the cellulose fibers. Black liquor is used by the paper industry as a biofuel.

Cogeneration: the simultaneous generation of electricity and useful heat from the waste energy of an industrial process. One of the most common forms of energy recycling. Also called *combined heat and power (CHP)*.

Cross channel marketing: use of one marketing channel (such as direct mail) to support another (such as e-marketing).

Interactive marketing: a buyer interacting online with a seller by sending an e-mail or clicking a link and answering a survey.

Integrated marketing: a management concept making all aspects of marketing communication (advertising, sales promotion, public relations, and direct marketing) work together rather than in isolation.

Managed timberlands: forests owned by timber companies that are managed by planting more trees than are harvested.

Median: the middle number in a list of numbers where half the numbers are less and half the numbers are greater.

Multichannel marketing: offering customers more than one way to purchase, such as from a website and a retail store.

PURL: an acronym for *personal URL*. A web page or microsite personalized to the individual visitor. The personalization is created by using variable fields and pages from a linked database that contains information about the visitor.

Ream: usually, 500 sheets of paper regardless of its cut size. For some heavy papers (such as cover weight) and for 11"x17" cut sheets, a ream is 250 sheets.

Renewable resource: any natural resource (such as wood or solar energy) that can be replenished naturally with the passage of time.

Response rate: in survey research, the ratio of number of people who answered the survey divided by the number of people in the sample. Usually expressed as a percentage. Also called *completion rate* or *return rate*.

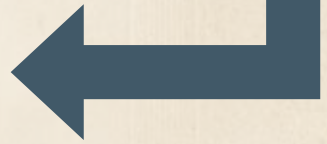
Sustainability: the capacity to endure. Moving towards sustainability is a social challenge involving international and national law, urban planning and transport, local and individual lifestyles and ethical consumerism.

Tree farm: a type of managed forest in which trees are planed and harvested repeatedly in a recurring cycle.

WE DO IT ALL



Printing, Addressing and Postage!



Let our experts help you get your direct mail piece into the mail stream.

- Avoid the hassles of printing and affixing your own labels!
- Eliminate the hassle of coordinating schedules with a separate mail house... One quote, one schedule, one invoice. So easy!
- It may cost less to have us do your addressing than to do it yourself because we get the lowest postage costs available.
- We can also run your list through the NCOA database to save you money and increase deliverability on address changes.
- Increase your response rate; personalize the recipients' names in multiple places, including in an image!
- Send us your art and list file and we will print the addresses directly on your piece with our mailing equipment or digital presses.

Season's Greetings!

From all of us at Visions, Inc. and best wishes for a prosperous new year!



Meetings, Seminars, Conferences, Trade Shows – *Yes, We Do That*

Reaching prospects is the #1 task for sales and marketing. Direct mail using post cards and brochures takes your message to prospects in their offices. But when there is an opportunity to reach a group of prospects at a meeting, seminar, conference or trade show, you may need additional materials besides business cards and brochures.

Participating in a group event

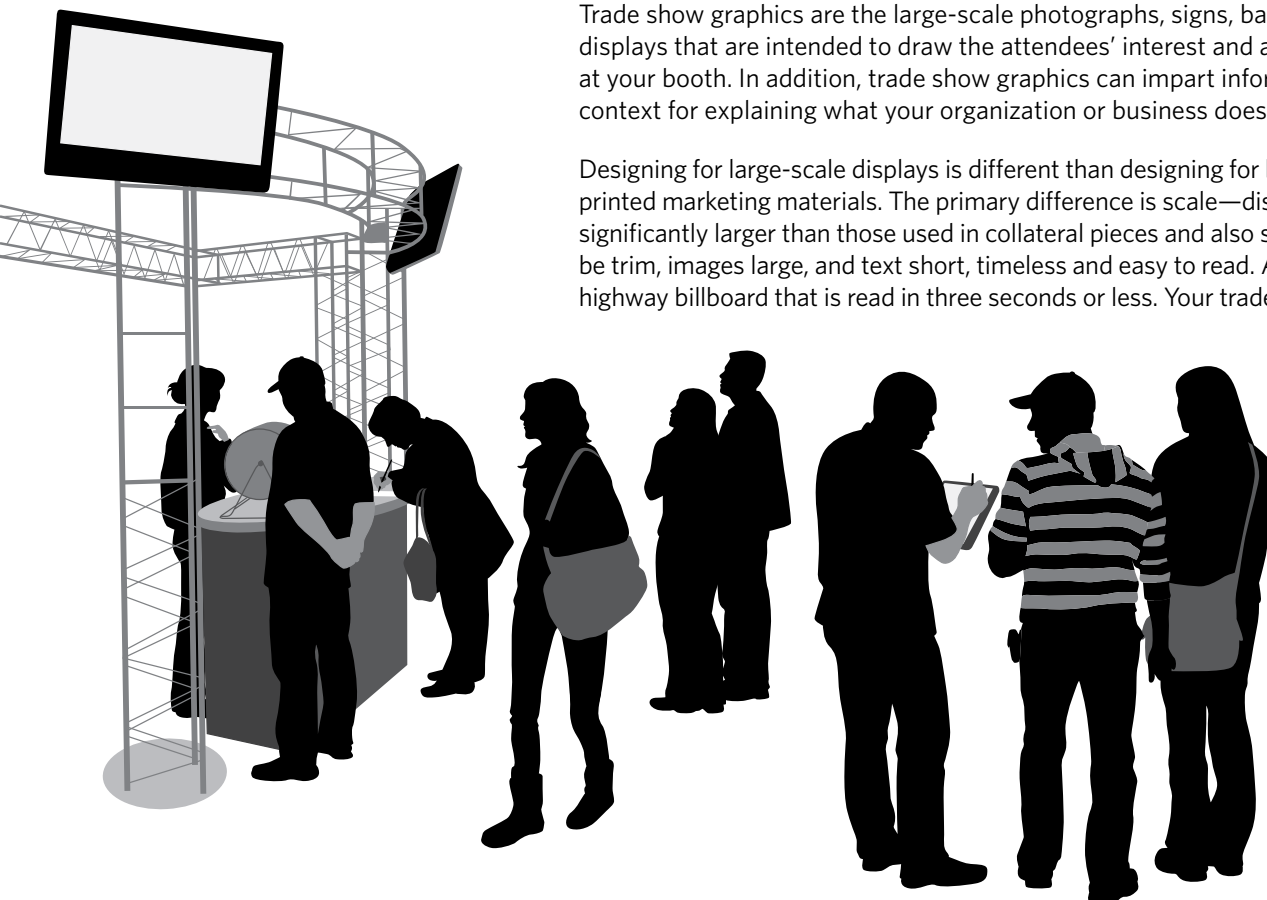
Participating in an event for a group of prospects has three phases: preparing for the **event**, **attending the event**, and **following up**. In each phase there is a need for materials to be printed, distributed and given away. These all need to be graphically coordinated to reflect your company or organization's image or brand—especially since some of the staff at the event may not be seasoned marketing or sales professionals.

Begin by deciding on a marketing theme for the event. Tie it to your company's overall marketing focus but tailor the theme to reflect the interests of the target audience who will be attending the group event. Some typical themes are how your product or service promotes efficiency and saves money; how it solves problems encountered by the target audience; what competitive advantage it imparts; or what enhancements to customer service it brings.

Trade show graphics

Trade show graphics are the large-scale photographs, signs, banners, posters and booth displays that are intended to draw the attendees' interest and attract them to linger at your booth. In addition, trade show graphics can impart information that provides a context for explaining what your organization or business does or provides.

Designing for large-scale displays is different than designing for brochures and similar printed marketing materials. The primary difference is scale—display graphics are significantly larger than those used in collateral pieces and also simpler. Headlines should be trim, images large, and text short, timeless and easy to read. As a guide, think of a highway billboard that is read in three seconds or less. Your trade show graphics need to



convey who you are, what you do and why a prospect should care in the amount of time it takes to stroll past your booth.

For consistency of image and brand, tie trade show graphics to your product or service marketing literature. But be careful here—the images used in a brochure may not be of sufficient resolution when enlarged to sign, banner or poster size. Ask us to evaluate the suitability of any photograph or other image you are considering.

Printed material

Besides having a supply of brochures, sell sheets and business cards to distribute during the trade show or group meeting, you might need other material to support the trade show or meeting activities such as:

- Display ads for programs
- Reminder email blast to a list of attendees with your booth number
- Name badges for your staff and attendees
- Copies of an agenda or program
- Entry forms for a drawing or giveaway
- Tickets to invitation-only activities such as a luncheon or sponsored entertainment
- New product announcements and product guides
- Show special flyers or discount offers
- Mini catalogs or CDs with product information
- Order forms

As with trade show graphics, these materials will have greater impact if they are visually tied to your company or organization's regular marketing and sales material and also reflect the marketing theme of the trade show or group meeting. Give all your printed materials a consistent look and message by using the same color palette, fonts and graphics throughout.

Promotional items

Whether you are a group meeting host providing a thank you gift to attendees, or a trade show distributor who wants to attract traffic at the booth, a supply of promotional items – sometimes called *advertising specialty items* – are a way to be sure your company or organization is remembered after the event has concluded.

When deciding on a promotional item, select one that pertains to your business and simultaneously appeals to the target audience. A promotional item of higher quality or real utility is both more appealing and more likely to be taken back to the office and used by an attendee. If the projected meeting or trade show attendance is very large, consider having a low-cost item to attract people to your booth and reserve the higher-quality item as a prize for a contest or a drawing. It is also a good idea to select a promotional item that can be used as a giveaway after the trade show or meeting.

You may not be aware that we can be source for any advertising specialty or promotional items that you need. We are a member of ASI, the Advertising Specialty Institute, which gives us access to over 3,500 suppliers of advertising specialty items. Our membership in ASI means that we can offer you product catalogs to have handy in your office and you also can search online for any of the thousands of products offered by ASI suppliers. To request a catalog, contact us and we'll get one to you right away.

Inviting customers and prospects to attend

Sending invitations to customers and prospects to let them know you will be exhibiting at a trade show can help build traffic. If there is a charge to attend, see if you can arrange for some free passes to distribute to your best customers or prospects.

Invitations can be as simple as a postcard that gives the dates of the show, your booth number, and one or two reasons why attendees should stop by your booth. If you limit the size of the postcard to no greater than 4.25 x 6 inches it can be mailed at the First-Class postage rate for cards which not only is lower than the rate for standard mail, but also comes with free address correction in case the invitee has moved.

If you have access to a list of anticipated attendees, or a house list of customers who may attend, an email blast just prior to the event is a great way to remind people of your booth number or to sign up for special break-out sessions or breakfast gatherings.

Following up after the event

Exhibiting at a trade show or putting on a group meeting takes resources – time, money and manpower – but can yield a large number of leads. However, not all the leads will be quality since trade shows in particular do attract a share of “lookers” as well as buyers. This means that an important task following the trade show or group meeting is to qualify the leads received.

A common way to follow up is with a mailing. Some businesses like to use a personalized letter; another option is a larger postcard that is a takeoff on the small postcard used originally to promote the trade show or event. This gives attendees another exposure to the trade show or group meeting marketing theme and serves as a reminder of the message being promoted at the show or meeting.

We're your support service for trade shows and group meetings

If your organization or business regularly attends trade shows or hosts group meetings, let us know the schedule of upcoming dates and locations for the events you are participating in. We'll work out a timeline that will let you know when you must start planning and designing the printed materials you'll need and by what date you must order advertising specialty items. We'll also give you critical due dates to help keep you on schedule and within budget. Call us to get started.





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Thank You!

As 2010 comes to a close, everyone at Visions, Inc. would like to extend a sincere thank you for your patronage this past year. **We wish you and yours all the best in the new year and look forward to serving you in 2011.**

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