

LARRY'S WORD



Customer first. You hear it everywhere these days but what does it really mean? We think it means adapting to your needs, providing what you want, and perhaps, most importantly, finding out from you what you really want and need before we try to provide it.

In this issue of *McGraphics* you'll notice that we took a slight departure from the norm. Our articles have a distinctly "digital" flavor as we take some time to highlight Immerge Technologies, the software/website division of our company, as well as share some insights about the relevancy and importance of social media.

These articles, and this focus, are a direct result of conversations we've had with so many of you over the recent weeks and months. While our core business remains providing you with the best printed communications available anywhere, we constantly remind ourselves that what's most important is what you want and need.

To your success,

Larry Miles, President

P.S. Please keep an eye out for a brand-new serialized history of McClung we're preparing to publish this summer on our blog and Facebook page!

Your digital journey

67% of the customer journey is done digitally according to SiriusDecisions.

57% of the purchase decision is made before even reaching out to the company, according to the Corporate Executive Board.

85% of B-to-B customers are using social media during the purchase process according to ITSMA.



Wow, 67% of the customer journey is done digitally. Since today more of the world is "connected" than at any other time in history, that statistic is probably of little surprise to most. Amazingly, many organizations (read: "many of us") still remain unprepared to deal with it.

On April 21st of this year an event nicknamed "Mobilegeddon" occurred. Google changed how the search engine evaluated and organized mobile-friendly and non-mobile-friendly sites. Google's motivation was clear. The company wants to increase the visibility of mobile-friendly sites.

Okay, now it's time for a "Wow." Why? Because despite the vast blog and social media chatter on the subject, many organizations, brands, and companies remain unaware of the change, and unprepared to deal with it even today.

57% of the purchase decision is made before the buyer reaches out to the company. (Some are already saying, "We're an institution that doesn't sell a product so this stat doesn't apply to us.") Every organization exists for a purpose, and generally that purpose is in one way or another to engage with other people. If 57% of the decision to engage is made before actually reaching out, how is the decision made? It's made from the content your

organization provides either on your website, blog, or perhaps your social media channels. If Google can't (or won't) find your website, if your blog isn't up to date, if you're not engaged in the social space... obviously some other organization will be influencing that 57% of your target's buying (or engagement) decision.

85% of B-to-B customers are using social media during the purchase process. The real impact of B-to-B social engagement is perhaps one of the most difficult metrics to accurately gauge today. Perhaps thinking of it this way might help. When business buyers make a decision, it can potentially cost them their reputation, their jobs, their livelihoods. These are high stakes decisions and so the need to mitigate risk is paramount. Building trust around your brand is of crucial importance, and in 2015, a significant part of that trust is built through your online presence, the transparency of your social media posts, and the honesty of your blog engagements.

As we march into the future, our engagement in the online space will only continue to increase in importance and significance. Finding partners who are trustworthy, knowledgeable, and transparent, who can help you be successful, is critical.

Why your website is #1 priority in 2015

Being online is essential to being successful in today's marketplace. If you're not online, you are missing a huge potential market that could help you sell more product and grow a more successful business. There are a few steps you can take to make sure your online business thrives.



by William Roy, Web
Accounts Manager

Design and build a website

Creating an attractive website to showcase your product is key to helping sell your product and create brand awareness. Making a website that is simple and easy to navigate helps your potential visitors become customers. Use one or two plain, easy-to-read fonts and a simple background. All graphics or videos you use should only add to your message and not distract the customer.

Don't wait too long to launch your product

It is easy to get the idea that you should wait until your blog, YouTube channel, or website has so many subscribers in order to launch your product, but it isn't true. Launching your product and giving potential customers something to buy is the only way you will make money. Providing free content helps you become a resource, but it won't make you the money that a successful product will. Launching a product early will help you see what customers do or do not like and get you closer to your golden goose.

Make sure your copy sells

The copy on your website is a salesman for your product. The words you use should interest the visitors of your site and convert them to customers.

All headlines should create interest for the reader and compel them to read more. Identify the problem your product solves and establish yourself as a credible solution to this problem. Use your copy to make an offer to the potential customer, make a strong guarantee, create urgency, and ask for the sale.

Use search engines to your advantage

This step has two separate approaches. The first is to organically incorporate keywords into your copy and coding. This way search engines will put you higher on the results page when people search those keywords. By developing skills in content marketing, you can drive traffic to your website from search engines for free.

search on the keywords you buy traffic for; choose wrong and you could lose money. But choose right and the reward is significant.

Make email marketing your best friend

Building an opt-in email list is one of the most valuable assets your company could ever have. Email marketing is cheaper and more effective than TV and radio ads. It is 100 percent measurable, and helps you create lasting relationships with your customers. The best part is you are giving customers what they want: information, products, and deals from your company.

Maintain a social media presence

Social media is another great resource that allows you to create conversation with your customers. It is important



One of the recent sites Immerge has designed: www.visitharrisonburgva.com

You can also use pay-per-click advertising to put your site at the top of the results page for searches on certain keywords that you pay for. PPC allows you to try out different keywords and see which ones have the highest conversion rates. It also allows you to test different headlines, prices, and selling approaches. Just do your re-

to remember that people do not want to be sold to while they are on social media, but they want to develop relationships with people/organizations. By posting cool pictures, videos, or articles on your social media outlets, you will give your customers a reason to become brand loyal and engaged with your business.

Social media hype?

Given all the news about Facebook, Twitter and their ilk, one wonders what more can be said about the importance of social media. Is it a passing fad or something to be taken seriously?

No matter what kind of business or organization you are in, it is important to connect with your customers, understand them, develop leads, increase sales and build partnerships.

Guess what? Social media excels in all these areas.

Here are eight reasons social media marketing should top your to-do list:

You see your customers up close and personal.

One of the neat things about interaction on Facebook and Twitter is you can read the updates and tweets and adjust your marketing strategy as a result.

Increased brand recognition. You are able to make yourself accessible to new customers and make yourself familiar to existing ones.

More leads. Every social media profile you add is another path leading back to your website. Every post and tweet is an opportunity for a new visitor.

You'll get more sales. The more visible you are to your customer base, the more likely they are to buy from you. You can include incentives such as coupons that are good only to those who are your followers. You get more than 70-90 percent engagement with posts that have photos or videos in them.

Grow partnerships. When you post, you can tag an organization you worked with or the location of where the event was held. A win-win for all!

You can respond to problems immediately. You will see feedback right away and can take steps to resolve the problem quickly. Consumers appreciate companies that respond to complaints.

People are receptive to your messages. Folks hate being sold to, but love to buy from a friend. Social media gives a company a personal face. But

remember, on social media you must not, you cannot, sell directly or they will unfriend you quickly.

Better search engine rankings. SEO (search engine optimization) is the best way to capture traffic from search engines. Your activity on social media is

a likely signal your brand is legitimate and trustworthy, giving you higher placement on the search result page.

To make your social media marketing really worthwhile, you need to track it and analyze the data that is available to business accounts. You can find out the demographics of your followers, the best time of day to post and which posts get results.

Social media isn't an end unto itself. You need to integrate it with your other marketing to present multiple touch points.

WE CAN HELP! Contact Larry Miles at (540) 941-7700 or larrym@mcclungco.com to get started.

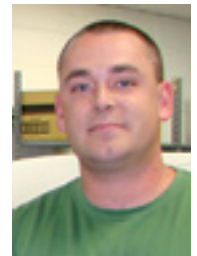


Heidelberg visits McClung

McClung Companies welcomed Heidelberg Americas President Jürgen Grimm and Account Manager Mike Progen for a visit April 30. McClung has four Heidelberg presses and three Heidelberg Stahl folders. Pictured are Dave Perkins (McClung VP/GM), Mike Progen, Jürgen Grimm and Tom Trevillian (McClung Chairman of the Board).

Pugh and Miller earn employees of quarter

Chris Pugh and **Michael Miller**, both digital press operators, were recently chosen Employees of the Quarter at McClung Companies.



Chris Pugh



Michael Miller

“Both Chris and Michael are versatile and are great assets in the mailing and digital department,” noted Pennie Miller, Mailing/Digital Coordinator. “Chris has great mechanical ability and is a jack of all trades. Michael is a great worker and pays close attention to detail.”

Pugh has worked ten years at McClung and lives in Lyndhurst. Miller has worked two years at McClung and lives in Afton.

Did you know Michael has been a life-long Pittsburgh Pirates fan?

Did you know Chris likes to go exploring with his son?



McClung's LinkedIn page.

Southall Earns Lean Six Sigma Green Belt

MC
McClung Companies
550 N. Commerce Ave.
Waynesboro, VA 22980
www.mcclungco.com
(800) 942-1066

PRSRT STD
US POSTAGE
PAID
MCCLUNG CO

Sheila Southall, Pre-Press & Print Innovation Coordinator, has earned her Lean Six Sigma Green Belt certification. It was presented to her in a company meeting by representatives from Hollister Incorporated, through whom McClung partnered for the certification.

“This is a significant accomplishment for Sheila and for McClung,” commented Larry Miles, President and CEO of McClung. “This program is taking place in parallel with the rollout of our SAVE (Streamline and Add Value Efficiently) project. Together, these initiatives give McClung the skill sets and tools needed as we continue



Photo caption (from left): Steve Mohen (Supply Chain Specialist, Hollister), John Huff (Supply Chain Planning Team Leader, Hollister), Sheila Southall, Steve Roeglin (Manager of Operations Process Improvement, Hollister), Tom Trevillian (Chairman of the Board, McClung)

on an aggressive approach of process improvement that has been designed to increase efficiencies, reduce internal costs, and pass subsequent savings on to our clients.”

Six Sigma training teaches a rigorous application

of practical, proven quality management principles that provide the tools, techniques, resources, culture, and business focus needed to maximize customer value. This is done by delivering outstanding quality consistently and by reducing operational costs through the elimination of waste and improving efficiencies.

Hollister Incorporated Lean Six Sigma Green Belt Associates trained Sheila as part of the company’s supplier development program. Opportunities to improve efficiencies and reduce costs benefit Hollister and its suppliers when both companies use the principles of Lean Six Sigma.

“With this recognition, McClung becomes the first, certified Green Belt supplier for Hollister Incorporated,” said John Huff, Supply Chain Planning Leader for Hollister. “For more than ten years, we’ve applied the Six Sigma principles of total process improvement with great results. Having a supplier partner like McClung champion the same approach only strengthens our efforts and our opportunities for continuous improvement.”

For over sixty-five years the award-winning McClung Companies continues to serve the graphic communication needs of Virginia with the latest technology and with highly skilled and motivated employee owners.

Hollister Incorporated is an independently owned company that develops, manufactures, and markets healthcare products and services worldwide. For almost ninety-five years, Hollister Incorporated has been serving healthcare professionals, patients and consumers and is committed to making life more rewarding and dignified for people who use the company’s products and services.

facebook LinkedIn twitter YouTube

Offset & Digital Printing ▪ Graphic Design ▪ Fulfillment Systems
▪ Mailing ▪ Cross-Media ▪ Training ▪ Website Development

McGraphics Publisher: Larry Miles ▪ Editor: Paul Groff ▪ Photos: Rick Bukosky



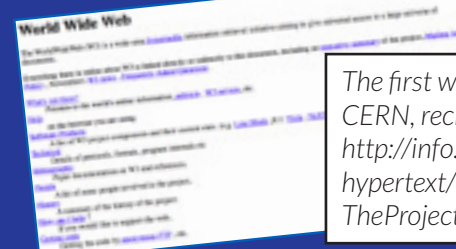
Congratulations to Lance Foster of Blue Ridge Community College! His image was the winner in last issue’s “best Photoshopped image” contest.



M c Q U I Z
Hello!

What year was the Web publicly announced?

Email answers to mcmarket@mcclungco.com by **Aug. 19**. Be sure to include your name and phone number. One name will be chosen from all entries and will receive a cool gift certificate!



The first website, by CERN, recreated at <http://info.cern.ch/hypertext/WWW/TheProject.html>