

## TOM'S WORD



Does anyone **STILL BELIEVE** planning and goal setting is for the other guy? That they don't make a difference?

It's not too late for 2016. Don't be afraid. Plan to be successful this year ... **in a Big Way.** At McClung we have set our corporate goals for 2016. They are bold and aggressive.

Your planning ought to be **big too**... even this new year. Boldness and courage will be rewarded. All of us can be bold in something, sometime, in some way.

Is there any question that **planning big will increase** the odds that something big will happen? Small plans will result usually in small results. Or once in awhile you might get lucky.

Write down your plans. Share your goals with trusted colleagues. Get their feedback and obtain accountability.

Your life is valuable. Don't waste it. Write down your ambitions, your dreams. Be intentional about your future.

Your Success is Important,

**PS:** *If goal setting is difficult for you, I can help. I will show you how we have made it work here at McClung Companies.*

Contact me at [tomt@mcclungco.com](mailto:tomt@mcclungco.com).

## 5 ways to track direct mail

You've worked hard to develop a powerful personalized direct mail campaign. The piece is beautiful. The colors are vibrant. You've got a great message and compelling offer ... you think. But questions nag at you. Do you really have the right segments? Could your offer be stronger? How about your message? Should you be using different wording for one of the sub-segments? Different images?

These questions can be answered by tracking your results. When you monitor and track on a regular basis, you begin to understand what's working and what's not, or what could be working better. Here are five ways to track your mailings to determine how well your audience is responding.

### 1. Use unique customer codes.

Use the power of our digital presses to add unique customer codes to each mailer. Ask for this code when the customer calls in or have customers input their codes at checkout if they are ordering online. If you want to test elements of your design or messaging within the same mailing, codes can be used to track those efforts, as well. If you don't want to use personalized codes, you can use promo codes to segment for specific products or offers.

### 2. Use Google Analytics to monitor web traffic.

Say you send out a direct mail piece and see a noticeable spike in traffic on your website. If there is no other reasonable explanation, you can assume that the additional traffic is due to the mailing. This is not going to be a precise measurement, but if you have not been running other campaigns, it's a reasonable assumption.

### 3. Send a free gift.

Encourage people to write, call in, or go online to request a free gift. Every gift you send indicates a response to the campaign.

### 4. Create a campaign-specific site just for the direct mail piece.



Instead of sending people to your main company website, send them to a promo page created specifically for that campaign. Because this page exists only for that campaign, any hits will be due to the direct mail piece.

### 5. Use personalized URLs as the response mechanism.

Like campaign-specific sites, any landing on the personalized URLs will be due to the mailing. You can also use these microsites to further personalize content, whether based on your existing data or responses to survey questions. Once someone has landed on their microsite, you can further track and monitor their behavior, including whether they watch videos, download content, and how long they stay on which pages. This gives you insight into where they are in the sales cycle and their readiness for the next step.

*Direct mail is often given a bad rap as being difficult to track, but these are five SIMPLE yet HIGHLY EFFECTIVE methods of response tracking that anyone can do.*

Need help tracking your direct mail? Give Tom Trevillian a call at 540-941-7720!

# THE FINE ART OF *getting noticed*

## Why using a skilled designer makes a difference

You can profile your data, segment your mailing, and create highly relevant, personalized mail pieces, but if the design falls short, the message may not get seen. What makes your target audience stand up and take notice? Here is where the skills of a professional designer pay for themselves many times over.

Below are some key elements that professional designers take into consideration in any print or multichannel marketing project to make it pop off the page.

digital, you can even replicate metallics. Colors can have high saturation or low saturation. The palette can be chosen based on color theory, which is based on the idea that certain colors evoke certain feelings or emotions in people.

There is also a hierarchy of positioning of heads, subheads, and body copy that helps to move your eye along and prioritize various elements of the text.

### Color palette

The colors used in the print project will set the mood for the entire piece. Common color palettes include:

- *Monochrome: Based on single color on the color wheel.*
- *Analogous: Based on three colors next to each other on the color wheel.*
- *Complementary: Based on colors directly across from one another on the color wheel (blue/yellow, purple/lime).*
- *Triadic: Built from three colors equally spaced from one another around the color wheel.*

All of these palettes can include lighter and darker tones of that color, as well.

Color palettes can be warm tones or cool tones, CMYK or spot color. With

**Alignment of elements**

Designers may use invisible lines to place design elements, such as images, charts, and even text blocks, where they have the most impact. For example, designers may use the “rule of thirds,” in which a page will be divided evenly by three horizontal and vertical lines. Where the lines intersect is where elements will draw your eye. Designers will also use grids, arrangement of white space, and placement of margins to move your eye around the page and bring attention to specific elements.

There is a lot more to professional design than many people realize. It is about more than aesthetics. It’s also about branding and communication. When it comes to designing a logo, creating a brochure, or developing your next direct mailing, bring in one of the professional designers here at McClung. Let them help you reap outstanding results.

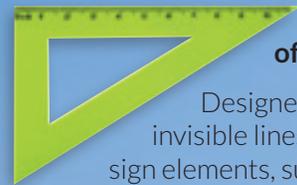


DESIGN

### Typography

The art of typography goes beyond which fonts look cool. It involves selection and pairing of fonts for style, branding, and readability. Typography also involves font size, spacing between letters, line breaks, and paragraphs (tracking and leading), and arranging the text in a way that makes it easy for the eye to navigate around the page.

Fonts can be sirens, however, and they have to be handled carefully. Some are more readable than others or are more readable against different backgrounds. Some fonts harmonize well. Others clash. Some fonts send the right branding message. Others can undermine your goals.



## Vincent honored at retirement luncheon

Robert Vincent was honored by a luncheon on October 26. He retired from McClung after 29 years of service. He was an estimator most of his time at McClung, having started in the prepress department. He was in charge of ordering paper and had a wealth of knowledge about paper, the printing process and project planning. He was the unofficial historian of McClung and collected various items of the printing trade.



Robert Vincent, along with his wife Susan, looks at the scrapbook given to him.

The luncheon included a smorgasbord of food, several toasts to Robert and a presentation of gifts and a scrapbook of photos. A number of retirees and former employees attended.

“We are blessed with fantastic employees but I always thought Robert was special,” noted Tom Trevillian, McClung Chairman. “His work was so reliable and he never missed a detail. If a customer or employee had a difficult problem, Robert could solve it. Robert was probably one of the most intelligent persons I have ever met in our industry. He will be sorely missed by our customers and staff. Our industry has lost a real pro to a well-deserved retirement.”

Vincent and his wife live in Staunton on a family farm where he raises cattle (one of the last farms in the city). He enjoys cooking, Civil War history, antiques and reading.



Tom Trevillian congratulates Robert on his retirement.

## Employee awards

Kevin Bowles and Brent Marshall were recently chosen Employees of the Quarter at McClung Companies. Kevin is a graphic designer and Brent is a bindery technician.



Kevin Bowles

“Kevin has been providing quality design expertise to our customers for almost nine years,” commented Sheila Southall, Pre-Press & Print Innovation Coordinator. “This year, his efforts were even more appreciated when he volunteered to cross train in the digital department.”

Did you know Kevin collects sci fi movie posters?



“Brent is a team player and always willing to do whatever it takes,” added JoAnne Estes, Bindery Coordinator. “This recently has involved working in both the bindery and mailing departments.”



Brent Marshall

Both Sheila and JoAnne added that Kevin and Brent’s overall experiences have proven to be the correct ingredient for success and allow for additional flexibility to meet the needs of McClung’s customers.

Did you know Brent loves to fish?



Bowles has worked eight years at McClung and lives in Waynesboro. Marshall has worked five years at McClung and also lives in Waynesboro.

## SPOTLIGHT: Client website redesign



During Valley Workforce’s site redesign, Immerge Technologies (McClung’s website development division) showed how a good content strategy can make a beautiful website be functional too.

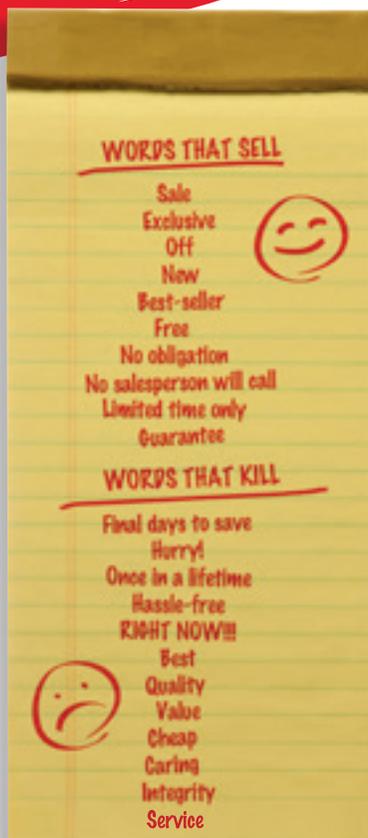
The site is fully responsive. It provides content managers that allow the content to be tagged to workforce center locations, from staff to news to events to success stories. The location pages are the central hub for information in its area. Example: <http://www.valleyworkforce.com/locations/staunton-workforce-center/>

The site is also 508 Compliant for accessibility by users with disabilities.

**Should you redesign in 2016? Find out what a redesign involves tailored to your business. Contact William or Courtney at [sales@immergetech.com](mailto:sales@immergetech.com). Just provide your website address and contact info for a 15 minute phone call.**

# Words Matter!

When crafting any promotional offer, your choice of words can make or break your effort. Readers are drawn to what's new, what's trending, and where there is limited risk. But they don't want to be pandered to. This is why "meaningless" words like "quality" and "service" tend to be turn-offs. When creating headlines, opening sentences, and subject lines, there are some proven wording do's and don'ts.



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McGraphics Publisher: Tom Trevillian ■ Editor: Paul Groff ■ Photos: Rick Bukoskey



M c Q U I Z  
**Hello!**

Which Star Wars movie is your favorite?  
If none, you can say that as well!

Email answers to [mcmarket@mcclungco.com](mailto:mcmarket@mcclungco.com)  
by Jan. 31. Be sure to include your name and  
phone number. One name will be chosen  
from all entries and will receive a cool gift  
certificate!

*Congratulations to Chris Cullinan of UVA  
University Advancement for winning last issue's  
customer service contest. He got a \$50 Visa gift  
card! See below ...*



*What you are saying...*

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*-Chris Cullinan, UVA  
University Advancement*