

## FROM THE LEADERSHIP TEAM



In January 2017 McClung Companies introduced an exciting new service and product line. We are proud to offer promotional and apparel products to our customers to further enhance their branding and marketing initiatives.

Promotional and apparel products are a powerful marketing tool that work to enhance your brand, company or event. They are a great way to enhance other advertising and marketing touch points.

Promotional products give a unique flair to campaigns and really help you to stand out. They are also much more affordable than TV and radio advertising, allowing you to achieve greater exposure with less budget. Like print, these products are tactile and tangible, allowing a person to hang on to your message. That message can even be passed on to multiple recipients!

Promotional and apparel products are very flexible, allowing you to easily match a multitude of possibilities to your brand, company, or campaign.

Chip Bell  
Vice President of Sales

Look inside to see how you can win a free Columbia jacket!



## Do some customers matter more than others?



**Under the Constitution, all men are created equal, but that's not the case under your bottom line. When it comes to profitability, some customers are worth more than others. You need to know who those customers are.**

This has led to the concept of Customer Lifetime Value (CLV), or how much a customer is worth over time. One customer may spend \$250 with you initially, but not order again for another six months. At that time, they may purchase another \$50 of product, but then never order again. Another customer may order only \$150 the first time, but then continue to order hundreds or thousands of dollars' worth over months or even years. This is why you need to understand CLV.

In the short term, looking at the ROI from a campaign may yield a false view of the profitability of your customers. If you were to look at the ROI of the above campaign after only six weeks, you would think the first customer—the one who spent \$250 on your products—netted the

highest ROI. But it was the second customer—the one who spent only \$150—that netted the highest ROI over the lifetime of the customer relationship.

How do you determine CLV? First, you need to decide which measure (or measures) you are going to use. Do you want to determine CLV based on revenue generated? Or do you want to use profitability? Do you want to include hard dollar values only? Or are other factors, such as social media influence, important to your calculations, as well?

You also want to consider your customer acquisition cost (CAC). If you used static direct mail combined with generic email, you may spend less on the overall campaign but net fewer customers. A short-run, highly targeted campaign that costs more overall but acquires more customers and has a lower CAC can have a higher CLV.

Customer Lifetime Value is an important calculation, but its value to your marketing strategy depends on the accuracy of the numbers you put in. Talk to us about creating accurate CLVs for your customers.

# 5 strategies to define your marketing

Whether their campaigns include direct mail, email, social, mobile messaging (or all of the above), five elements commonly underpin the marketing strategies of great companies. How many of these strategies are you using?

## CENTRALIZED DATABASE

Top marketers have centralized databases that integrate the data stored throughout their organizations. This includes data from events, CRM, website activity, email marketing, online and offline commerce, and digital marketing. It includes data from channel preference centers, too, if they have them.

Centralizing data enables marketers to consoli-

date customer information spread throughout their companies into the same record. (For example, John Smith at 123 Main Street may be the same as John M. Smith at 124 Main St.) Consolidation allows them to eliminate duplication and gain more complete insight into each customer's preferences and behavior. It also enables better insight into overall customer trends.

01

## DATA HYGIENE AND NORMALIZATION

Data cleansing and updating (including CASS, NCOA) is the practice of all great marketers, and it should be for you, too. "Normalizing" is the next step in the process.

Normalization ensures that each record has the same fields and that all fields are handled the same way. In a B2C setting, for example, some customers may be listed as last name, first name, middle

initial ("Jones, Sally E"). Others might be salutation, followed by first and last name only ("Mrs. Barbara Smith"). In a B2B setting, some customers might be identified by an industry code, while others are identified by SIC Code.

Normalization makes all of these fields consistent. If fields are missing, marketers can fill them in.

02

## DATA ENHANCEMENT

Once data is centralized, cleansed, and updated, top marketers can see what data they have and where enhancement could benefit them. Common types of enhancement include:

- Firmographics (SIC Code, employee size, sales volume, IP address)
- Demographics (age, household income, presence of children, education level, home owner)

- Contact information (email, landline, mobile phone, address)

Enhancement can be done using third party data or by using in-house data gathering tactics. The latter includes tracking visitor behavior on the website, sending out printed customer surveys, and using pop-up web forms.

03

## PERSONALIZED EXPERIENCE

Top marketers use their data to continually improve their targeting and personalization. Whether using segmentation or full personalization, they seek to understand

customers both individually and as larger customer groups (personas). Using design templates can help flow targeted information into layouts quickly.

04

## TEST AND TRACKING

Top marketers track the results of their efforts, do A/B testing, and use the information they learn to refine their campaigns and improve their results over time. If they find that more people than usual are clicking on links or accessing video on specific

topics, for example, they might integrate that content into their next newsletter or direct mail campaign.

05

Looking to integrate the strategies of top marketers into your next campaign? Call Adam Monk at (540) 941-7718!

# McClung introduces promotional items

We welcome Andrea Coffman to the McClung team. Andrea has resided in the Shenandoah Valley for 25 years and joins McClung with almost 20 years of experience in branding with the promotional products industry.



Andrea Coffman

Andrea's extensive industry expertise will be combined with our graphics team to help you with tradeshows, corporate events, golf tournaments, uniform programs, employee recognition, festivals, education, food service, safety initiatives, and retail purchasing. As we expand our services, our commitment is to meet your event dates and promotional needs with quality, hand-selected products that meet or exceed your expectations.

We love print & promos!  
The perfect match!  
Register to win a free Columbia jacket with your corporate logo  
ENTER AT:  
[mcclungco.com/promotional/](http://mcclungco.com/promotional/)  
DRAWING HELD FEB. 28

## IMMERGE TECHNOLOGIES

### Using 360 degree photography to promote your business online

#### What is 360 photography?

360 photography is a way of stitching flat photographs together so you can get a dynamic view of a location. Google Maps uses this in their street view. Google now allows viewers to use 360 photography to take tours of various businesses and locations. Instead of just looking at a singular picture, you can now virtually take a tour of a vineyard, walk through a restaurant dining room, or stroll down a street. As users take advantage of this technology, you should too!

#### Customers are already using virtual maps

While the use of 360 photography is still a growing field, customers are already using mapping tools when searching for a business, whether it be a restaurant, hotel or vineyard. In a study commissioned by Google in 2014, Oxera found that customers use maps 44% of the time when searching for a new business. That online action results in offline results – the same study found that 41% of people followed that search with an in-person visit. The Oxera study also found that listings with more robust information



had 30% more homepage views.

If customers are already using certain tools, you should be too! Don't miss out on potential business because someone found you online and lost interest. Instead, captivate with dynamic photos that show off your business and space.

#### Why 360 vs. flat photography?

360 photography is a better way to engage customers than traditional (flat) photography. While still images allow customers to see a business or location from their screen, 360 photography allows customers to get a dynamic feel.

The James Hotel in Chicago has been using the 360 tour in their hotel since November of 2013. If you visit their listing on Google, compare the difference between viewing the image gallery and taking the 360 tour. The gallery gives a nice overview of the

amenities the hotel offers, but the tour is more immersive. It gives a feeling of intimacy, as if you can imagine being there at the hotel, though you may be thousands of miles away.

#### How can you use 360 photography?

It might seem like using 360 photography or Google Street view is something only big companies can – or should – do, but this technology is easily accessible to businesses of all shapes and sizes. Immerge uses special equipment to capture 360 images, then combines them with Google Local Map results. Those images can be embedded in websites with some straightforward code. Whether you're a brewery, child care service, medical office, country club or university, you can take advantage of 360 photography.

Contact us today to learn more about 360 photography and the other services Immerge offers. Call Courtney at (540) 221-0302 or email her at [courtney@immergetech.com](mailto:courtney@immergetech.com).

— James Carter  
Director of Digital Marketing,  
Immerge Technologies

## McClung legend Woody Huffman passes on

McClung Companies is saddened to announce the passing of a company legend.

**Woody Huffman**, long-time employee and Waynesboro resident, died November 23, 2016, at the age of 93.



Woody Huffman

Woody began working at McClung in 1947. He started as a pressman and did hand work such as stringing tags. In later years, he advanced to production manager and then vice president of operations. In 1971 when his brother-in-law Charles McClung died, Woody became plant manager.

In 1988 Woody Huffman retired from McClung. He was honored with a portrait of himself that hangs in the main hallway of McClung. Woody couldn't stay away for long; he soon returned to McClung as a part-time employee.

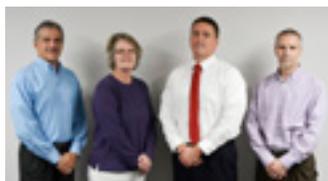
Upon McClung Companies' facility expansion in 2008 the company named the new press room the "Woody Huffman Building." In 2012, when Woody retired from McClung the second time, he had worked at McClung for 65 years.

"Woody had a major impact on our company culture," noted Tom Trevillian, McClung Chairman. "He was always serving someone: our customers, employees and community."

*McClung's 1st computer was used by Woody for estimating in 1984.*

## McClung promotes five

McClung Companies has announced the promotion of three persons as vice presidents and one as secretary treasurer of the board. They are forming the next generation of leadership for the company. **Adam Monk** is Vice President of Operations, **Sheila Southall** is Vice President of Production and **Chip Bell** is Vice President of Sales. They have also been appointed to the board of directors. **David Schroen**, McClung controller, has also been appointed to the board of directors and is its Secretary Treasurer.



Chip Bell, Sheila Southall, Adam Monk, David Schroen

"These folks are providing a structure for our continued success," commented McClung Chairman Tom Trevillian. "As an employee-owned company, these leaders will increase employee participation in decision-making and ensure our ability to serve customers and employees into the future."

McClung Companies has also promoted **Paul Groff** as Prepress Coordinator. He is responsible for coordinating all aspects of production within the prepress area involving digital and offset printing processes.



Paul Groff

"We are pleased to have Paul take on additional responsibility within our company," noted Sheila Southall, VP of Production. "His overall experience in printing and technology aligns us for future growth within the company."



Offset & Digital Printing • Graphic Design • Fulfillment Systems • Mailing  
Wide Format & Signage • Digital Marketing • Training • Website Development

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



M C Q U I Z

# Hello!

## What is your favorite promotional item?

Email answers to [mcmarket@mcclungco.com](mailto:mcmarket@mcclungco.com) by February 28. Be sure to include your name and phone number. One name will be chosen from all entries and will receive a cool gift card!

*Congratulations to Scott Markham, Foot Levelers, for winning last issue's McQuiz contest. He got a \$25 gift card! Sears published its first Christmas catalog in 1933.*

## Smith receives award

**Alan Smith** was recently chosen Employee of the Quarter at McClung Companies. Smith is a press operator.



Alan Smith

"Alan has always been a great asset in the pressroom," noted Richard Hummel, Pressroom Coordinator. "I appreciate his dedication and willingness to adjust his schedule to meet the needs of our customers."

Did you know Alan is a big Mountaineers fan?

