

## FROM THE LEADERSHIP TEAM



Behind the scenes, we are continuously looking for means of improvement in all aspects of our business. Each year we seek input from our staff on goals for the upcoming year through our quality program. Those goals are reviewed, prioritized and budgeted to accomplish during the year or carryover if necessary.

This fall, McClung's prepress department will accomplish one of those goals with a new workflow. We have partnered with Agfa Graphics, who is celebrating 150 years of service. The Apogee workflow is innovating, interactive, and is an optimized solution that will allow us to be more efficient in a constantly changing environment. One key benefit for clients will be the web approval. The web portal will allow for online collaboration, which is essential for effective communication among various people.

The new workflow is a major component of "behind the scenes" in the printing industry. It's not as glamorous as an offset printing press but it is the workhorse for any prepress department! Essentially it is the driver's seat to offset, digital and wide format printing. As always, McClung remains a leader in technology and customer service.

Sheila Southall  
Vice President of Production

## Get the Ball Rolling

### How direct mail drives more consumer action

It's settled. Direct mail is a stronger trigger for consumer action than digital channels. This is the finding of a new report, "Connecting for Action," released by Ipsos and Canada Post. According to the report, direct mail wins on triggering customer action—hands down.

Ipsos, one of the world's largest global research companies, was asked to examine the role played by direct mail and digital channels in optimizing consumer attention, emotional engagement, and brand recall. The study used a sophisticated palette of neuroscientific research tools, including EEGs and eye tracking, to look at direct mail, email, display, and pre-roll video.

The results were unequivocal. Consumers spent an average of 37 seconds scanning direct mail—118% longer than digital advertising. In addition, 66% of participants were able to recall having seen the piece one day later, and 57% were able to recall the specific offer. Overall, brand recall was 29% higher for direct mail than digital advertising.

But this isn't all. Ipsos found that direct mail amplifies the message of digital channels, too. For example, when compared to single media digital campaigns:

- **Direct mail + digital campaigns elicit 39% more attention.**
- **Direct mail + digital campaigns trigger 5% more emotional intensity.**
- **Direct mail + digital campaigns elicit 10% higher brand recall.**

Media sequencing matters, too. Ipsos found that direct mail's impact on consumer engagement campaigns may be strongest when it follows digital advertising.

What about other media channels? Ipsos found that each has an important role to play, and marketers need to understand them. For example, when opened, email enforces key marketing messages and encodes them into memory. (Offer recall for email is 39% higher than for display and 27% higher than for pre-roll.)

Pre-roll provides an exciting media experience that promotes brand engagement. It attracted the greatest share of attention towards brand logos and outperformed display for brand recall by 54%.

The conclusion? "Each media channel is like an instrument in a symphony," notes Elissa Moses, CEO Ipsos Neuro and Behavioral Science Center of Excellence, "each with its own unique impact profile and role to play."

Having trouble keeping your channels in tune? Let us help!



# Crushing It!

## Knock your marketing program out of the park with 6 project management tips

We all want to crush that direct mail program or knock that multichannel marketing program out of the park. But this takes more than a great concept. It takes the ability to pull together the people, resources, and scheduling to make it happen. In other words, it takes good project management. Whether you are working with direct mail, marketing collateral, email, or mobile, let's look at six simple steps to help you get from concept to completion on time and within budget.



Designate a central location for job requests. This could be as simple as funneling all requests through a single email address (e.g., requests@emailaddress.com), using a shared folder on your company server, or tapping the capabilities of work/project management software. Whatever you choose, having a centralized funnel allows you to track, manage, and prioritize your tasks most efficiently.



Create a standardized form used for all requests. (That means all!) Make sure the form is thorough and includes all of the details of the job. This includes the deadline. Require people to be specific. For example, instead of, "I need it next week," they should say, "I need it by 5 p.m. next Friday."



Map out all of the steps required to complete the job. This will be different for each channel, so think about all the people involved at each stage. Designers don't use the same tools or skill sets as production, and you won't send the same copy instructions for direct mail as you will for email or wide-format. Map out workflows for each department that reflect their needs and processes.



Estimate dates and key milestones upfront. When is the start date? When is the final text due? How many versions will there be? How many days are allotted to approve each one?



According to a study by Workfront, more than one-third of marketers say slow approvals delay work twice a week or more. That's up to 100 delayed projects for a team delivering on 1,000 projects or more each year. Assign a decision maker on each team to speed the process.



The more you review and refine, the more you will know what's working and what's not.

Project management takes planning, but it's well worth the effort. Smart planning on the front end will yield huge payoffs at the back end.

*Adapted from "Marketing Project Management 101: Six Project Management Skills Every Marketer Needs to Know," Target Marketing/Workfront webinar, June 2017.*

# Immerge concludes summer blog series on digital marketing

Immerge recently completed a 9-part summer series to customers on aspects of web presence. Below is the final summary post. Visit the blog entry for live links to each of the topic articles and choose your own adventure.

## 1. What is your current search ranking?

That would be a good thing to know. Look at it this way: how can you beat your competition if you don't know where you stand?

## 2. Does your site load quickly?

If not, users will be tempted to click out of your site and onto a new business in the search results.

## 3. Are you implementing keywords into your page copy?

Through keywords, people are able to locate your business in search engines.

## 4. Have you optimized your Google My Business Page?

GMB is an organization- and-customer friendly tool that allows your business information to be displayed across search results and maps.

## 5. Where is your site listed on the rest of the web?

Citations show search engines that your site is related to a region and services, so that your site can be compared against similar businesses.

## 6. Is your site up to date with internal links?

This helps site visitors navigate your site, as well as boosts your SEO.

## 7. Are you utilizing Pay-Per-Click advertising?



If not, you may want to start. Paid search ads can help your business get in front of people who are already looking for it's products or services.

## 8. Have you branched out to using high quality, attention-grabbing display ads?

Display ads are a type of Pay-Per-Click ad designed to generate more awareness by letting potential customers know that your products or services are out there.

## 9. Are you utilizing e-commerce and shopping ads?

They provide an easy way to attract potential buyers by showing images of your product to consumers actively searching for it.

## 10. Do you know the difference between promoting your services on Facebook, Twitter, LinkedIn and Instagram?

Each social media outlet is valuable, but only if you're using them correctly to gain new customers and capitalize on existing ones.

## 11. Do you have a 360 tour of your space?

360 tours increase relevancy and help your business appear higher in search results, making

your business more visible to searchers.

## 12. Have you created well-crafted email lists and emails?

Email allows you to communicate directly with an audience that is typically already warm to your brand.

Each of these resources are ideas to contemplate as you begin to build a digital campaign. There is not a one size fits all solution, but more general guidelines for ensuring your brand is relevant and easily found by searchers. If you want to take your marketing to the next level or feel like you can't do it alone – partner with Immerge. On top of being a Google Partner, we have experience creating entire packages that utilize each of these important aspects. We can work with you to identify business goals, appropriate target audiences and track the success of the chosen campaign. Additionally, we are flexible. As new industry updates come out, we are able to adapt the campaign to the changing digital environment. Immerge can be the difference between an average campaign, and a well-managed, successful campaign for your business.

Visit <https://goo.gl/RRtT2J> to see links to all of the articles and to sign up for their enewsletter.



550 N. Commerce Ave.  
Waynesboro, VA 22980  
www.mcclungco.com  
800-942-1066

PRSRST STD  
US POSTAGE  
PAID  
MCCLUNG CO

## Tooley receives Mailing Certification

**Josh Tooley**, Mailing/PrePress/IT Specialist, has achieved Mailpiece Design Consultant Certification from the MSMA Mail Systems Management Association. The certification covers mailpiece design, commercial mail preparation, as well as post office requirements.

“By getting this certification, Josh brings a new level of expertise to our mail department,” noted Paul Groff, Prepress Coordinator. “We are proud to offer full mailing services here



Josh Tooley

at McClung and help our customers get their message out.”

“I am very excited about using my new mailing knowledge to improve and expand our customers’ mailing needs,” added Tooley.

Tooley lives in Waynesboro.

**BRIGHTEN UP** your Holidays with Promotional Gifts!

Custom promotional products create a professional image for employee reward programs and customer marketing.

McClung Companies provides high-quality, custom promotional items to make an impact at any budget level.

For more information and a custom quote, contact Andrea Today!

540-941-7702 ▪ [andrea@mcclungco.com](mailto:andrea@mcclungco.com)

Andrea Coffman

**EXPERIENCE. McCLUNG.**

facebook

LinkedIn

twitter

YouTube

- Digital and Offset Printing ▪ Digital Response Marketing
- Fulfillment and Warehousing ▪ Graphic Design ▪ Mailing Services
- Promotions and Apparel ▪ SEO/SEM/Digital Marketing ▪ Storefronts
- Web Development Services ▪ Wide Format and Signage

McGraphics Publisher: Adam Monk ▪ Editor: Kevin Bowles ▪ Photos: Steve Emerson



## M c Q U I Z

**Dear friend,**  
Which president was the first to pardon a Turkey?

Email answers to [mcmarket@mcclungco.com](mailto:mcmarket@mcclungco.com) by November 30. 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 Mary Woodson at Washington and Lee University for winning last issues McQuiz contest. She got a \$25 gift card.*

## Jones receives award

**Darlene Jones**, bookkeeper, was recently chosen Employee of the Quarter at McClung Companies.

“Darlene has long provided consistent and accurate bookkeeping and human resource services for us,” noted David Schroen, Secretary Treasurer. “She always has a smile and kind attitude and her reliability is a fine example of our McClung employee culture.”

Jones has worked 23 years at McClung and lives in Crimora.