

FROM THE MARKETING TEAM



In a constantly changing world, direct mail is the most personal, impactful and straight forward way of reaching out to new and existing customers.

Let our team at McClung help you with your next direct mailing project campaign. We can show you the best techniques for reaching new clients and engaging current ones with a variety of mailing options. One of those options is personalization through variable data which can give your mail that special touch that speaks one-on-one with the recipient, something a static mail piece might not portray.

At McClung our sales and mailing team can help you create a mail piece from design to delivery. It will be directed at who you want to reach with a message that will grab their attention. It is important to illustrate the correct information for the correct point of contact and we can easily develop that next-level customization for you.

Let us help you come up with a winning direct mailing campaign that will benefit both you and your existing and potential clients.

Josh Tooley
Mailing & Digital Coordinator

Are Your Customers Coming or Going?

*Understanding **Customer Acquisition** vs. **Customer Retention** and why you should Communicate to both audiences*

Acquisition Mailings are going to a group of people who may not know your company or your products well (or at all). You have limited time and space to get their attention, communicate your value proposition, and present a compelling reason for them to act. Think of your mailing as an elevator pitch.



Retention Mailings are going to people who already know you. You don't have to introduce yourself, so you can use that space to present specific products and services that make sense for them. Over time, you can present them with increasingly relevant offers based on information that you already know about them or that you learn as you go along.



What does this look like in practice? Think about it this way. Say you just bought a new car and want to sell your older one. When marketing to the general public, you might describe the car's features, its condition, and its price. You might also explain why it's a great value to a new buyer. If you are selling to friends, however, you will modify each pitch based on what you know about them. To

When developing a direct mail or email campaign, do you take into consideration whether your goal is customer acquisition or customer retention? You should. The two groups are quite different and should be marketed to differently.

your friend Bob, you might say, "Isn't your daughter taking driver's education right now? Our old sedan is reliable, it's very safe, and it would make a great first car for her." To your friend Sue, you might say, "I know you've been putting a lot of money into the maintenance of your car lately. We're selling our sedan, which is slightly newer and is in great condition. It could save you a lot on repairs."

Two different audiences—two different approaches. So it is with direct mail acquisition and retention.

You aren't going to try to sell existing customers on your full spectrum of products, either. You will select the right products that make sense for their needs. You'll also be careful not to sell people on products they already have or that you have marketed to them before.

So does it matter whether you are doing an acquisition mailing or a retention mailing? Yes! By understanding each audience and how to position your messaging best for each one, you'll maximize your ROI, whether the campaign is digital or in print.



Using an Online Print Portal Can Save You Time and Money

Printing Command Central



You've probably heard about the many benefits of electronic storefronts. Or maybe you've heard of them as "e-commerce portals," "branded portals," or "web-to-print portals." Whatever you call them, these useful tools allow you store, manage, and customize your print projects online.

- Need 500 copies of a product brochure? Order them on demand without ever speaking to a salesperson.
- Need to regularly update prices, swap out images, or tweak the copy in catalogs and company manuals? Ditch your warehoused inventory, keep products updated in real time, and print as you go.
- Want to enable store managers to create their own promotions without compromising the brand? Offer online templates for direct mail, signage, and email with all of the branded elements locked down.

REVIEW

The print-on-demand benefits of these portals are endless. But there are other benefits, too, such as full visibility into inventory and ordering, that are less understood and underutilized. With customizable reports, you can gain full visibility into which products are being ordered, when, and by whom. You can select monthly, quarterly, or annual reports, and you can get information in real time, too.

MANAGE

For example, is there a brochure that is not moving? If so, this knowledge gives you the opportunity to ask why. Is it a new product that you haven't promoted properly, so it isn't being used because users do not realize it is there? Is it an old product that isn't being used because it needs to be updated? Has the brochure become irrelevant? Does it simply need to be removed from the system?

EDIT

Just because something is slow moving does not mean it needs to be removed, however. For some

slow-moving sellers, you may simply want to move them to print-on-demand to free up warehousing space. Or, conversely, you may find that certain products are now selling like gangbusters, so you want to move them from POD to bulk printings to be picked and packed from the warehouse.

SHIP

You can also identify opportunities based on user behavior. Say you sell your products through distributors, and sales of several of the distributors are lagging. You check their order history and find that they order fewer marketing materials than other distributors. You set up a training session on how to use these materials, provide incentives for ordering them, and lo and behold! Sales start to increase.

TRAIN

With most online portals, you can access reports 24 hours a day, seven days a week. Take advantage! Use the information to optimize your library and get the most out of the marketing materials that you have invested in.

McClung Celebrates 75 Years of Business

McClung Companies celebrated its 75th year anniversary with a luncheon on October 19.



The luncheon included food from Sooner BBQ, corn hole, music from Jimmy O', several toasts to the employees as well as a raffle of several prizes to honor their dedication. A number of retirees also attended.

For 75 years the award-winning McClung Companies continues to serve the graphic communication needs of our partners with the latest technology and highly skilled and motivated employee owners.



IMMERGE — THE WEB AND DIGITAL MARKETING DIVISION OF McCLUNG COMPANIES

McClung and Immerge Partner with The Downtown Creative

On September 23rd McClung Companies announced that The Downtown Creative, a digital marketing agency in Harrisonburg, will become a preferred partner for digital marketing services, content creation, and website development.

The preferred partner relationship between McClung, Immerge and The Downtown Creative will accomplish two primary objectives:

- First, it enhances the digital marketing portfolio of services for their current and future customers
- Second, it allows them to further invest in their core marketing solutions like brand development, design, printing, direct mail, promotions, and logistics



Why do they need a preferred partner for digital marketing services?

Digital marketing services have continued to evolve in complexity and sophistication, and for more than 10 years, McClung has served customers through its subsidiary, Immerge. In the future,

however, they anticipate that digital solutions will require significant new investments in technology, support and expertise. A preferred partner allows McClung to invest in areas of business and marketing solutions that will benefit both McClung Companies and their current and future customers.



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

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Anderson was awarded employee of the second quarter

Carlton Anderson, Bindery Technician, was recently chosen Employee of the Quarter at McClung Companies. Established in 1992, the award is based on recommendations from fellow workers and recognizes McClung employees who display extraordinary dedication to their jobs.



Carlton Anderson

“Carlton is very much a team player,” noted Bindery Coordinator John Britt. “He has stepped up since coming on board in cutting and folding-- even running difficult products on our small format folder. The team is proud he has been recognized for his efforts.”

Anderson has worked three years at McClung and lives in Chester, VA.

Relax and Enjoy!

3 reasons consumers (still) love print

According to current research, information read in print is embedded more deeply in the brain, is more easily recalled, and is recalled more accurately. But buyers don't love print because they remember things better (although marketers love it because they do). Buyers love it because it makes them feel good.

Take, for example, research by Toluna/Two Sides that found that consumers see print as the format most enjoyable to read. According to the research, “Print and Paper in a Digital World,” consumers overwhelmingly found hard copy versions of books, magazines, and newspapers more enjoyable to read than their electronic alternatives. In fact, when it comes to books, the percentage citing preference for hard copy is up 6% from the previous year.

Furthermore, consumers see print as the more relaxing format to read, as well. Eighty-one percent of consumers cited print as making them feel more relaxed compared to 49% who say this about computer screens, 37% who say this about e-readers, and 30% who say this about smartphones.

Not only are electronic devices less preferred by consumers for relaxation and enjoyment, but Two Sides found that consumers are becoming increasingly aware of (and concerned about) the health effects of spending too much time on electronic devices.

If you love your customers, then love what they love. Digital communications have their place in the multichannel mix, but when it comes to “feeling the love,” it's still very much about print.

Experience Next.

facebook

LinkedIn

twitter

YouTube

Digital Marketing
Design • Print • Mail

McGraphics Publisher: Adam Monk
Editor: Kevin Bowles



McQUIZ

Dear friend,
Which state raises the highest number of turkeys?

Email answers to 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 Courtney Thompson at GARCC for winning last issue's McQuiz contest. She got a \$25 gift card. Elvis Presley died on August 16, 1977.

Which Format Is the Most Enjoyable to Read?

	In Print	No Preference	Electronic
Books	68%	20%	12%
Magazines	65%	22%	13%
Newspapers	53%	28%	19%

