

FROM THE MARKETING TEAM



Have you considered organizing all your marketing assets in one place and then distributing them through your own storefront? We can do it!

McClung's Asset Management System (AMS) provides companies with a cost-effective, user-friendly online solution for improving printed material logistics. AMS simplifies the procurement, inventory, fulfillment, and distribution processes for items such as printed collateral, spec sheets, brochures, IFUs, labels, operator manuals and even branded promotional items. Asset Management Systems are the most innovative and sophisticated solution for reducing printing and handling costs while improving workflow, increasing flexibility, maintaining brand standards, and eliminating obsolescence waste.

Your branded site can be segregated by user, allowing them to see and order specific items which the "captain" can approve for controlled utilization.

Built around your brand, the AMS is simply the best marketing asset for you.

Contact your sales person for a one-on-one demo so you can see what you've been missing.

Rick Bukoskey

Rick Bukoskey
Senior Designer / Instructor

What's the Attraction?

How to Draw Customers Into the Sales Funnel

If you are like 61% of direct mail marketers, lead generation is your number one business challenge. Indeed, a HubSpot survey found that more than half of marketers spend at least half of their marketing budgets on generating leads.

Lead generation is critical because not all marketing contacts result in a sale right away. With high-priced products such as financial services, it often takes time to win a prospect over. You may send out 10,000 postcards, knowing that only a few recipients will open an account, and that of those who do, even fewer will do so based on the first mailing. That's why the journey for larger, more complex sales is often described as a funnel.

What does this funnel look like?

At the top of the funnel is your initial call to action.

This offer isn't designed to sell right away. It's designed to attract interest and get people to seek more information. As soon as your audience responds, such as by going to your website or clicking a link, they have entered the funnel. These are called "warm" leads.

Once people respond, they move deeper into the funnel.

Maybe they sign up for a free trial, ask to have a brochure mailed to their home, or take

some further action. There are fewer people in this category, so as they continue to express interest, we describe the funnel as getting narrower (fewer people), but deeper (more interested).

As buyers move further into the funnel, drip content is necessary to keep them moving.

This might be spec sheets, product comparisons, customer testimonials, and other content that helps them make a decision. Every time a customer requests more information, they are moving even deeper into the funnel.

Once people have shown enough interest, follow up with a phone call.

These are "hot" leads. By sending salespeople only those leads that are most likely to convert, you are maximizing the use of their time and, thereby, your profitability. Highly targeted direct mail is a great way to draw leads into the top of the funnel. From there, continue to feed prospects the right information, at the right time, to draw them in more deeply. Use all of the channels at your disposal to drip the right content—little by little as appropriate to each stage of the process—until the prospect is ready to say yes!



Lifetime Value

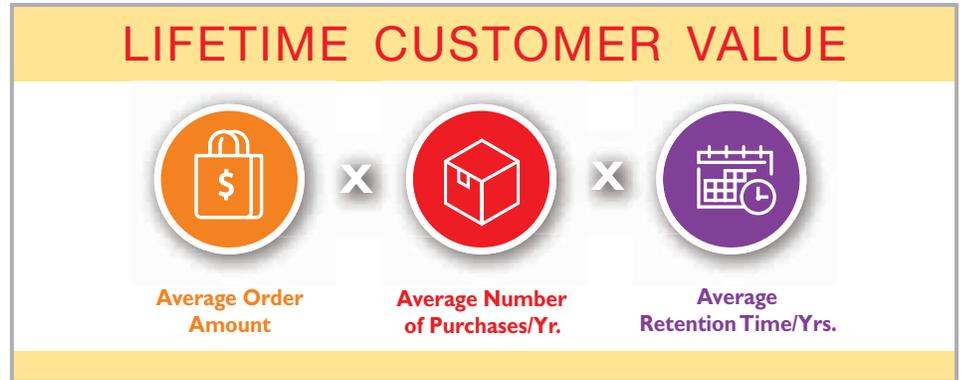
Do you know who your best customers really are?

You have a tight marketing budget and want to focus that budget on your best customers. How do you decide which customers are worth the greatest investment? You might think that the answer is obvious—the ones who spend the most money with you. But which metric do you use to determine that?

Studies consistently show that the most profitable customers are those who continue to engage with you over time. This is because, once you acquire those customers, not only does it cost less to keep them than to acquire new ones, but if you treat them right, they'll spend more money with you than one-time customers will—according to RJMetrics, 300% more!

That's why, when determining your "best" customers, you need to consider how much a customer is likely to spend over the lifetime of that relationship. This is called "lifetime customer value" (LCV).

Lifetime customer value is a powerful



metric. To show why, let's look at the example of subscription services, such as streaming music.

It might cost a streaming service \$5 to acquire a new customer, for example, and that customer might spend only \$9.95 per month. However, if that customer maintains that subscription for one year, that \$5 investment turns into \$119 in revenue. If that customer keeps the subscription for two years, that \$5 investment turns into \$239 in revenue.

The same principle applies to retail sales and B2B services. It might cost you \$150 to acquire a customer who buys a single \$150 software (SaaS) license, but if you retain that customer for five years, that \$150 acquisition cost nets you \$750.

How do you calculate LCV?
One of the simplest calculations is as follows:

average customer order x average # of purchases per year x average retention time (years)

This calculation doesn't take into consideration other factors, such as how much it costs to retain those customers, but it does provide a starting point. To find this value for each customer, you can come up with your own spreadsheet or you can download a free calculator from companies like HubSpot.

Whatever method you use, give LCV analysis a try. This information is powerful and helps you focus your efforts on the customers in a new way—finding those with the highest profitability over time. What's not to love about that?



Gayle Trevillian passes on

McClung Companies is saddened to announce the passing of Gayle Trevillian on May 12, 2022. She is survived by her husband Tom. The Trevillians owned McClung Companies from 1984 until they transferred the company to an Employee Stock Ownership Plan (ESOP).

Gayle Trevillian served as a trustee and board member of the company for many years. She participated in many company events and always orchestrated the company Christmas dinner.

Gayle is survived by her husband of 44 years, Tom Trevillian; her daughters Kelly (Bryan) Rex and Kami (Matthew) Melfa, and five cherished grandchildren. She is also survived by her sister, Pamela F. Sprouse; her brother-in-law and sister-in-law Richard and Bonny Trevillian; her sister-in-law, Mary Harding; and her sister-in-law Susan Trevillian.

Those who wish, may send donations in honor of Gayle to Fellowship of Christian Athletes, University of Virginia at <https://www.fcauva.org/donate> or Fellowship of



Gayle Trevillian

Christian Athletes, P.O. Box 8290, Charlottesville, VA 22906.

MCCLUNG COMPANIES — MARKETING TIPS

Super-charge your direct mailer with an email campaign

Did you know you can increase your Direct Mail goals by adding an email campaign? Today's marketers recommend using multi-channel marketing. This allows for multiple touch points and helps keep your product, service, or fundraiser at top of mind.

By including our Personalized URL's (PURL) enabled email campaigns, you can Super-charge your direct mail campaigns. Here's how it works.

McClung will generate a PURL for every direct mail recipient. Super-charging your direct mailers performance by incorporating electronic channels like Landing Pages, Email, Follow up Emails, Forms, SMS and QR codes. This allows you to get real-time lead alerts, reporting, and analytics to constantly improve your campaign's performance.

Now that you know how we can help Super-charge your next

Direct Mail campaign, let's not forget about basic planning. Here are some items you will want to consider when planning your multi-channel campaign.

- *Defining your goals*
- *Targeting the correct audience*
- *Building your mailer and email lists*
- *Creating the content for each channel of your campaign (content should be similar with some message changes and consistent design and branding)*
- *Making a schedule for releasing your content on different channels (This could also include social media)*
- *Monitor your campaign*

For more information about Direct Mailers with Email Campaigns contact your sales rep or call us at 800-942-1066. McClung also offers consulting to help you with designing your campaigns.



Bennett was awarded employee of the first quarter

Craig Bennett, Estimator and MCPI Coordinator, 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.



Craig Bennett

“We are very proud of Craig for all he does at McClung,” noted Chip Bell, VP of Sales. “Not only is he the lead estimator and steers our quality program, Craig is very instrumental in the paper ordering process. He has exceeded expectations in meeting today’s challenges of the paper supply chain.”

Bennett has worked 16 years at McClung and lives in Stuarts Draft.

McClung captures printing awards

The McClung Companies received five awards at the 2022 “Excellence in Print” Awards Gala held at Martin’s West in Woodlawn, Maryland. The event was hosted by the Printing and Graphics Association Mid Atlantic, the printing trade association of Maryland, DC, Virginia and southern Pennsylvania.

“We are thrilled with our awards,” said McClung President Adam Monk. “They are a tribute to our employees, who do prize-winning work in all phases of our operation.”



McClung received a “Best of Category” award for its annual calendar and four “Awards of Excellence.” McClung’s winning pieces were chosen from hundreds of pieces entered in the contest. An independent panel of experts selected the very best work based on qualities such as precision of color reproduction, use of design and degree of difficulty.



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Editor: Kevin Bowles



Paper from
sustainably-
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McQUIZ

Dear friend,

Which iconic musical features the song 'Summer Nights'?

Email answers to mcmarket@mcclungco.com by August 31. 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 Lynda McMillen at Sunnyside Communities for winning last issue’s McQuiz contest. She got a \$25 gift card. Hawaii gets the most rain in the U.S.

Awards are divided by the media type and process, as well as the type of press on which the item was created.

This was the 16th year of the annual competition sponsored by PGAMA, the top professional printing association in the region.

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