

FROM THE SALES TEAM



If your goal is to find a way to connect with potential or existing customers, newsletters are a great way of staying in touch.

Sharing company news, tips, products, or services to an audience in either print or email format, allows you to achieve your business goals, increase sales, web traffic, and brand recognition. Newsletters earn customer trust and educate customers on the latest trends. They engage audiences and market your business.

Printed newsletters have a high response rate and a long shelf life. In general people like the nostalgia of picking up a printed newsletter.

Effective tips for your newsletter:

- Keep it simple and catchy.
- Use favorable articles about your company.
- Announce business changes that impact customers.
- Note company anniversaries
- Advertise positions for hire.
- Don't forget Team recognition.
- Remind your audience what your company does best.
- Call to action

Partner with McClung. We can help you design, print and mail your companies next newsletter.

Anne Cleveland
Account Manager

Making the Grade

Quality data is the foundation of good marketing. How does yours stack up?

Whether it is a highly targeted static campaign or a fully personalized one, great data is the foundation of every highly effective marketing effort. So how well is your data performing? If you were a teacher giving your data a grade, would it deserve an A? Here are seven factors to consider when assessing your data quality and its usefulness for your targeting and personalization efforts.

Is your organization data-driven? Great data starts at the top as a company priority driven by the owner or upper management. If you don't prioritize your data, why should your employees?

Do you follow a set of data policies? Great data doesn't happen by itself. It takes policies and procedures around data collection, management, and usage. It also takes having someone inside the organization responsible (and accountable) for overseeing these efforts.

Do you cleanse and enhance your data regularly? Ideally, your data should be cleansed and updated every three months. However, if you are doing this annually or bi-annually, you're still in good shape.

Do your salespeople find the data useful? Can your salespeople use the data to develop insights on their clients and prospects? Or do they have to do a lot of the work themselves, such as tracking down missing information or correcting data?

When purchasing third-party data, do you know if the provider has validated it? Reputable data sources will provide information on their validation process and verification frequency. It's important to know whether the data you are receiving is clean and accurate.

Do you have a process in place to locate and fill in empty fields?

You can't deploy highly successful marketing campaigns if your data looks like Swiss cheese. Ideally, you should regularly supplement your first-party data with third-party data from reputable providers.

When you send a marketing email, do you get a lot of unsubscribes or spam complaints? If you see an immediate uptick in unsubscribes, your email list might need some work! Your hard bounce rate is another indicator of data quality. Shoot for no more than 10%, but ideally, less than 2%.

Data is the foundation of any successful marketing strategy. You wouldn't build a house with a poor quality foundation, so don't build your targeted messaging with poor quality data either!

A+



Get Comfortable With Print

Print brings emotional engagement in an impersonal digital world.

From shopping to reading, to staying in touch with friends and family, the Internet has changed the way we live. Despite the convenience, however, let's be honest. "Digital everything, everywhere" gets old sometimes. Let's look at four reasons people are starting to rediscover the value of print.

1. Give Me a Break!

People desire to take a break from their screens. In a world where we are constantly connected and bombarded with notifications, your customers are seeking ways to disconnect and recharge. For many, print provides a welcome escape from the constant barrage of digital noise. It allows them to slow down and engage with material in a more meaningful way, without the distractions of notifications or pop-up ads.

2. The Emotional Value of Tangibility

Print has a tangible, emotional value that digital communications can't match.

For example,

- There's something special about holding a book or a magazine in your hands, flipping through the pages, and smelling the ink on paper.

- Receiving a "thank you" or "get well" card in the mail gives us the warm and fuzzies and makes us feel valued.

- Direct mail pieces that are humorous and engaging often get pinned onto family bulletin boards, and not just because of the offer.

Print creates an emotional connection that resonates in a digital world where material is ephemeral and easily deleted or forgotten.

3. Print Is Trusted

Another reason for the resurgence of print is its perceived reliability. In an era in which cyberattacks, hacking, and data breaches are a regular occurrence, print provides a sense of security and permanence. With print, there is less risk of information being lost or stolen,



and it is less likely to be deleted or forgotten.

4. It's Beautiful

Finally, print has an elegance and beauty that digital communications can't match. Whether it's a beautifully designed book or the intricate details of a die-cut mailer, print offers a level of beauty and creativity that is often lost in the digital world. It allows people to engage with material in a way that is both aesthetically pleasing and intellectually stimulating.



When you consider all of these factors, it's no wonder people are starting to rediscover the value of print. Whether it's the desire for a break from screen time or to enjoy the emotional connection to material, consumers are finding that there is still a place for print in their digital.

Need to hire a graphic designer?

Google “graphic designer” and you’ll end up with more options than you can count. How do you choose one?

Here are a few questions to ask yourself to get the right fit.

1 What types of projects do you need help with?

Some graphic designers specialize in branding and logo design, while others are more experienced in print design and marketing materials. Choose a designer with experience in the areas that are most important to you.

2 What are your marketing goals?

Is your goal to generate leads, increase

brand awareness, or drive sales? Once you know what you want to achieve, you can find a designer with the right skills and experience to get you there.

3 What’s your budget?

Look up the going rates for designers in your area and compare against any quoted fees. If the designer’s rates are on the high end of the scale, don’t automatically move on. Experienced designers are worth paying for, especially if they can turn out work quickly, on deadline, and on target the first time.

4 Can they meet your deadlines?

What kind of volume are you expecting this designer to handle? How tight

are your turnarounds? Does he or she have the capacity to take on the amount of work you hope to generate?

5 What type of working relationship do you prefer?

Are you comfortable working exclusively online? Or do you want to be able to sit down to brainstorm and discuss projects in person? This will dictate how much geographic flexibility you have.

Hiring a graphic designer is like entering any relationship. It requires compatibility, trust, and communication. Let McClung help you. We have 3 designers on staff to service all your design needs.

MCCLUNG COMPANIES — MARKETING TIPS

Choosing the right commercial printer

Did you know choosing the right commercial printer can help create impactful print material that engages your audience to achieve your desired results? It can also be a crucial decision as it impacts the quality and cost of your printed materials.

Here are some factors to consider when selecting a commercial printer:

Quality:

Look for a commercial printer that delivers high-quality prints with sharp and vibrant colors. You can ask for samples to check the quality of their work. Find out if they have specific certifications such as G7. Many Fortune 500 companies are specifying G7 certification on a national basis as a strategy to ensure consistency for their print materials.

Experience:

Choose a commercial printer with experience in printing the type of material you need. For example, if

you need brochures, find a printer who has experience in producing high-quality brochures.

Services:

Look for a commercial printer that offers additional services like design, binding, and mailing. These services can save you time and money, as you won't need to hire multiple vendors.

Price:

Compare prices from multiple printers, but don't make price the only factor in your decision. A low

price may come at the cost of quality or customer service.

Customer service:

Choose a commercial printer that provides excellent customer service. They should be responsive, helpful, and willing to work with you to meet your printing needs.

If you have any questions about McClung’s services don’t hesitate to reach out and start a conversation with our team of experienced printing professionals. We’re here to help.



Tyree was awarded employee of the fourth quarter

Mark Tyree, 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.

"Mark has been an anchor man for second shift," noted John Britt, Bindery Coordinator. "He has been very instrumental in picking new equipment and has made the new StitchLiner his own. The bindery is very proud of his accomplishments."

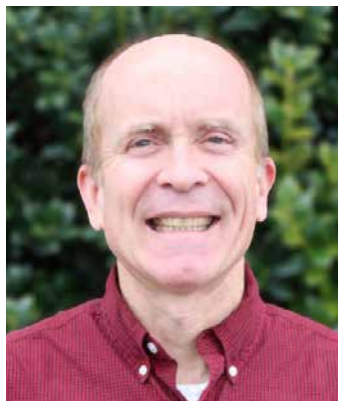


Mark Tyree

Tyree has worked 22 years at McClung and lives in Stuarts Draft.

Groff and Holsinger receive Edmond McCutcheon Award

Paul Groff, Scheduler/Prepress Coordinator, and **Linden Holsinger**, Shipping/Fulfillment Coordinator, won the highly coveted Edmond McCutcheon Award. The honor is presented annually to the McClung Employee of the Year to memorialize the loyalty and dedication of its namesake to the company. Established in 1995, the award is based on recommendations from fellow workers.



Paul Groff

"In 2022, McClung Companies experienced record sales per quarter, and it was not surprising that the year would yield Co-Employees of the Year," noted Sheila Southall, Vice President of Operations. "Paul and Linden both exemplified professionalism, leadership and dedication--a true testament that was recognized by their peers!"



Linden Holsinger

Groff has worked 18 years at McClung and lives in Harrisonburg. Holsinger has worked 4 years at McClung and lives in Staunton.



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sustainably-
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M c Q U I Z

Dear friend,
What country has the most
coastline in the world?

Email answers to mcmarket@mcclungco.com by May 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 Vicky Wilson at Fi-Tech, Inc. for winning last issue's McQuiz contest. She got a \$25 gift card. Gerald Ford implemented February as Black History Month in 1976.

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- Sales Manager
- Staff Accounting w/ Payroll and Benefits Experience

