

FROM THE SALES TEAM



Are mailing companies obsolete? No.

Direct mail marketing remains to be a reliable and evolving tool to help businesses generate profits and it remains to be one of the most effective advertising strategies to target your customers wants and needs.

At McClung we use direct mail to reach customers, generate new business and increase profits.

Who needs direct mail?

Businesses trying to sell a product or service, Schools and Universities, and Nonprofit organizations.

What are the different options?

Personalization, target a specific audience or you could develop a mail campaign to increase brand awareness and acquire new donors/customers or retain existing customers.

Did the pandemic affect direct mail? Yes, McClung has had to rebuild marketing strategies to help our customers in the life after the pandemic.

McClung has helped many customers succeed with their direct mail campaigns. Contact your McClung sales representative to gather more information about direct mail marketing. Direct mail works.

Kind Regards,

Ken Norford
Account Manager

Name Dropping

The science behind why name personalization works.

We all know that personalizing your print marketing materials with someone's name yields higher open and click-through rates. But have you ever wondered why? It has to do with the way our brains work, and it's why name personalization will remain part of the marketing landscape for years to come.

Making the Brain Happy

From the moment we are born, our names become an integral part of our identities, and scientific studies have found fascinating links between human attention and the mere mention of our names.

When we hear our names, a cascade of cognitive processes occurs within our brains. One such phenomenon is called the "cocktail party effect." Even amidst a cacophony of voices in a crowded room, our ears can quickly tune into someone mentioning our name. Our brains are wired to give preferential treatment to stimuli related to our identity.

Let's Hear It for the Prefrontal Cortex!

Research using functional magnetic resonance imaging (fMRI) has shed light on the neural mechanisms underlying this phenomenon. One trailblazing study found that when participants heard their names,

specific brain regions associated with self-processing and memory retrieval lit up. These regions, including the medial prefrontal cortex and posterior cingulate cortex, play a crucial role in creating a sense of self-awareness and consolidating memories. When they are engaged, the brain is more attentive and focused.

Names carry emotional and social weight, as well. In another study, researchers found that hearing one's own name activated the same brain regions as those associated with rewards and pleasure.

Tapping the Marketing Gold

This is why name personalization is marketing gold. Simply by using someone's name in personalized communications, you can break through and enhance engagement. When you use their names, customers and prospects pay more attention. Their brains respond with heightened activation, drawing them into the present moment — in this case, focused on the communication in front of them. It might only be for a split second, but in the marketing world, that's enough!

Adding someone's name to a headline, body copy, or an email subject line is a simple process. It takes a little extra time in the design stage, then our workflow and digital presses do the rest.

Want to learn more? Just ask!



A Picture is Worth 1000 Words

Six different types of marketing images to increase your impact.

In the dynamic world of marketing, capturing attention is a constant battle. Whether on billboards, websites, social media, or product packaging, images play a pivotal role in shaping brand perception and driving consumer engagement. But not all images are created equal. Let's look at six different types of marketing images and when to use them.



1 Product-Centric Images

Product-centric images showcase the product itself. Whether it's a cutting-edge gadget, a sumptuous dish, or a fashionable outfit, product-centric images highlight the features, benefits, and uniqueness of your offering.

What makes them work? Image clarity, resolution, and detail.

2 Lifestyle Images

Lifestyle images place the product in a real-life context. These visuals portray individuals or groups using the product in relevant scenarios, highlighting the emotional and practical benefits.

What makes them work? Authenticity. Use images that capture genuine emotions and natural interactions.

3 Storytelling Images

Storytelling is an age-old

marketing technique that continues to captivate audiences. Storytelling images can take the form of powerful individual images that encapsulate an entire story or a series of images, each contributing to an unfolding narrative.

What makes them work? Thought-provoking scenes that capture the consumer's imagination.

4 Infographics

In a world flooded with information, infographics help buyers quickly process complex data and concepts. Infographics combine text, icons, and graphics to communicate information efficiently.

What makes them work? Simplicity, clarity, and relevance. Keep it simple!

5 User-Generated Content (UGC)

UGC involves sharing content created by customers or fans, such as product reviews, social

media posts, or testimonials. UGC humanizes the brand and fosters a sense of community around it.

What makes UGC work? Realism. You don't want these images to look super slick and commercial. Otherwise, they will scream "inauthenticity."

6 Call-to-Action (CTA) Images

CTA images are designed to prompt specific actions from the audience, such as clicking a link, signing up for a newsletter, or making a purchase. They are often accompanied by text and graphics that direct attention to the desired action.

What makes them work? Contrasting colors and directional cues that make them stand out and draw the eye toward the intended action.

What types of images best suit your marketing goals?

Benefits of branded promotional gifts

Branded promotional gifts, also known as promotional products or giveaways, can offer a wide range of benefits for businesses and organizations. When used strategically, these items can help boost brand visibility, customer loyalty, and overall marketing efforts. Here are some key benefits of using branded promotional gifts:

Increased Brand Visibility:

Promotional gifts featuring your logo and branding elements serve as constant reminders of your company. Recipients will see your logo every time they use or see the item, reinforcing brand awareness.

Enhanced Brand Recognition:

When people receive and use branded gifts, it helps solidify your brand in their minds. This recognition can lead to increased trust and preference for your products or services.

Customer Loyalty: Gifting existing customers with branded items can foster a sense of loyalty and appreciation. It can also encourage repeat business and referrals.

Lead Generation: Promotional gifts can be used to attract potential customers at trade shows, conferences, or other events. Offering a desirable item can encourage people to engage with your booth or sign up for your mailing list.

Cost-Effective Marketing:

Compared to many traditional advertising methods, promotional gifts can offer a cost-effective way to promote your brand, especially when ordered in bulk.

Positive Associations: Well-chosen promotional items can help create positive associations with your brand. For example, if you give away eco-friendly products, it can show your commitment to sustainability.

Employee Morale: Branded gifts are not limited to customers. They can also be given to employees as a form of recognition or as part of an incentive program, boosting morale and loyalty among your staff.

Increased Engagement: Branded promotional gifts can be used as incentives in marketing campaigns or contests, encouraging people to engage with your brand on social media, sign up for newsletters, or participate in surveys.

Differentiation: In a competitive market, branded gifts can help set your business apart. Unique and creative items can make a lasting impression and give you a competitive edge.

Measurable ROI: By tracking the impact of your promotional gifts on sales, customer engagement, or other key metrics, you can measure the return on investment (ROI) of your promotional efforts.

Long-lasting Exposure: Unlike many forms of advertising that have a limited lifespan, promotional items can continue to promote your brand for an extended period. People often keep useful or sentimental promotional items for months or even years.

Versatility: Promotional gifts come in a wide range of options, from clothing and office supplies to tech gadgets and novelty items. This versatility allows you to choose items that align with your brand and target audience.

Support for Marketing Campaigns:

Promotional gifts can complement your other marketing efforts, such as email campaigns, social media promotions, or product launches, helping to reinforce your messaging.

Customer Appreciation: Giving back to your customers through thoughtful gifts can help build strong relationships and show that you value their business.

It's important to note that the effectiveness of branded promotional gifts depends on the quality of the items, how well they align with your brand and target audience, and how strategically they are integrated into your marketing and branding strategy. When used effectively, promotional gifts can be a valuable tool for building and promoting your brand.



DaRosa was awarded employee of the second quarter

Gonzalo DaRosa, 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.



Gonzalo DaRosa

"Gonzalo is a hard worker and takes ownership of his workspace. I am very proud of his dedication and attention to detail," noted John Britt, Bindery Coordinator.

DaRosa has worked two years at McClung and lives in Rockingham.

ChatGPT: Your new in-house copywriter!

You need to create a new web page, a social media post, and an email for your latest product launch. You stare at the blank page on the computer screen. Where do you start?

Here is where artificial intelligence can be a game changer. Free AI copywriting platforms like ChatGPT can create great marketing copy in seconds once you input the right prompts. It might take a little tweaking to get it "just right," but it gives you a head start that makes creating professional copy much faster and easier.

Great Web Copy in Seconds

Let's say you are an Italian restaurant that just added a new item to your menu. You go to ChatGPT and input the following prompt: "Write a website description for our new truffle-infused mushroom risotto croquettes." ChatGPT will generate your copy in seconds.

From Web Copy to Social Media Post

You want to promote this new dish in your social media, so you prompt ChatGPT again: "Turn this into a caption for an Instagram post." It reformats the copy to be used for a media post.

From Social Media Post to Email Subject Line

Next, you want to send out an announcement by email. You decide to use your web copy as your email copy, but you need a great email subject line. You turn to ChatGPT once again: "Write a subject line for an email promoting our new croquettes."

ChatGPT obliges: "Savor the Luxurious Fusion: Introducing Truffle-Infused Mushroom Risotto Croquettes!"

As this example shows, using AI, you don't have to be a great writer

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M c Q U I Z

Dear friend,
**Why do leaves change
colors in the fall?**

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 Lauren Langley at Virginia State Bar for winning last issue's McQuiz contest. She received a \$25 gift card. Frank Epperson invented the popsicle in 1905.

to generate powerful sales and marketing copy. These readily accessible online tools can save time and get great results, too. Best of all, it's free!

