

Is Your Campaign Ready For Takeoff?

5 tips to get the best lift in direct mail results



Consumers love direct mail, but just because your beautifully designed letter or postcard arrives in their mailbox doesn't mean they are automatically going to read it. Even with the most eye-catching pieces, common mistakes can hinder your success. Let's look at five things to avoid in order to get the best results:



Inaccurate Targeting

Your piece may look great, but if you're sending it to the wrong audience or not including relevant information, it's going to be a dud. Instead of delighting your audience, you'll get lower response rates and risk damaging your business reputation.



Poor Data Quality

When was the last time you cleaned and updated your mailing list? Whether they're changing jobs, upsizing (or downsizing) their homes, or just looking for something new, Americans move an average of 12 times in their lifetimes. In the business environment, the average worker makes a career change every four years. Keep your mailing list up to date!



Overlooking Personalization

Even something as simple as personalizing a piece using the recipient's name causes them to take a second look. Adding relevant information based on what you know about them holds recipients' attention even further. Personalize your mail pieces, even if you just use a name. This will increase response rates, increase engagement, and create opportunities to deepen connections.



Ignoring Print Quality

Thinking about using a lower quality of paper or going with a cut-rate printer to cut costs? Don't! Even with a great list and a powerful call to action, a poorly printed piece risks being sent right into the trash. Plus, it looks very bad for your brand.



Not Integrating with Digital Channels

We live in a busy world in which your audience is constantly being bombarded with marketing messages. Don't risk getting lost in the noise. Integrate your print and digital campaigns to keep your name in front of your audience. Combine print, email, social media, and events. Drip, drip, drip your messaging until it breaks through.

Successful mailing campaigns aren't rocket science. Focus on accurate targeting, personalized content, and seamless integration with other marketing channels. With careful planning, attention to detail, and a commitment to maintaining high-quality data, you can see a huge payoff in the end.

From the PRESIDENT



As we look to 2024, I am inspired by our new tagline, "Discover Print Beyond the Page." At McClung Companies we encourage you to tap into the full potential of printing to create innovative and unique printed pieces that go "Beyond the Page".

McClung is here to help you explore printing techniques that add depth and create interest, by using enhancements such as die cutting, spot UV coating, embossing, and raised textures. These varied sensory methods enhance the impact of printed material and create distinctive tactile experiences of your brand.

"Discover Print Beyond the Page" also incorporates our numerous services that we offer: design, print, mail, promo and web-to-print online stores. One of our fastest growing divisions is promo and apparel. You can order promo and apparel for your next event or trade show that is customized to your exact needs, that further represent and enhance the experience of your brand.

We're so thankful for the customer relationships we have and are dedicated to strengthening them. One way we do this is through our commitment to communication. Our website and our social media pages are two great ways to communicate with us.

Thank you for your continued support and loyalty as we move forward into 2024.

Kind Regards,

Adam Monk
President

It's a Matter of Touch

Finishing Techniques That Satisfy the Senses

There is something about the tactile nature of print that causes us to want to reach out and touch it. When customers have a printed piece in their hands, they will spend more time with it, opening and closing it, turning it around, and flipping the pages. As they do, they get more exposure to your message. Add the right finishing and they'll spend even more time perusing it.

Let's explore some finishing options that add pop and sophistication to your printed pieces and that make them just plain fun to handle!

Spot UV Coating

Spot UV coating involves applying a glossy and raised coating to specific areas of a printed piece. By highlighting key elements such as logos, text, or graphics with a lustrous and tactile effect, you add a touch of elegance and sophistication to your printed materials, making them visually captivating to the eye and to the touch.

Embossing and Debossing

Embossing and debossing are distinctive finishing techniques that create raised or recessed patterns on paper, respectively. These techniques add a tactile

and three-dimensional quality to printed pieces, giving them a sense of depth and intricacy that exudes professionalism and refinement. Embossing and debossing are ideal for premium business cards, stationery, and invitations.

Foil Stamping

Foil stamping is a decorative finishing process that involves applying a metallic or pigmented foil to selected areas of a printed piece using heat and pressure. This technique imparts a luxurious and reflective quality, enhancing visual appeal and lending an air of opulence.

Matte and Gloss Lamination. Matte and gloss lamination add both aesthetic appeal and practical durability to printed pieces. Matte lamination provides a smooth and velvety texture, reducing glare while adding a refined and sophisticated touch to brochures, postcards,

and packaging. Gloss lamination imparts a sleek and polished appearance, enhancing the vibrancy of colors and images, while also providing a protective layer that improves longevity and resilience.

Die Cutting

Die cutting involves cutting custom shapes and designs into printed materials, allowing you to create unique and attention-grabbing pieces that stand out from conventional rectangular formats. By incorporating unconventional shapes such as rounded corners, curves, or custom patterns, die cutting makes your printed materials more visually engaging and memorable.

While these techniques require additional investment, for the right projects, their impact can be significant. When you need to be more memorable, get more "eyeball time," or create a sense of elegance that elevates you above your competition, these specialty processes produce results that no other design technique can replicate.

Solving Marketing Challenges: The McClung Way – Print Beyond The Page

In the ever-evolving landscape of marketing, businesses often find themselves facing a common challenge – how to effectively communicate their solution to potential clients. McClung Companies, a pioneer in the print industry, steps into this narrative not just as a provider of print services but as a solution to the marketing puzzle. As businesses realize the need for impactful communication, McClung's unique approach to print services becomes the key to unraveling the challenge. Let's explore how McClung helps businesses transform information into powerful marketing tools with services that go beyond the conventional, pushing the boundaries of traditional limitations.

Identifying the Challenge: The Need for Impactful Communication

As you recognize the need to address your marketing challenges, McClung Companies becomes a beacon of solutions. Whether it's the desire to stand out in a crowded market, effectively convey a brand story, or simply connect with the target audience, McClung's comprehensive services and innovative print products serve as the bridge between challenges and solutions.

The McClung Solution: A Symphony of Services and Products

1. *Design Excellence: Crafting Compelling Narratives:*

The journey begins with McClung's design experts, who transform ideas into visually compelling narratives. The design becomes the cornerstone of effective communication, ensuring that your message is not only heard but resonates with your audience.

2. *Print Precision: Beyond Traditional Limitations:*

McClung's printing services are not confined by traditional limitations. They leverage a variety of finishes, textures, and alternative materials

to elevate each print product. Every piece becomes an innovative and unique representation of your brand.

3. *Strategic Mail Campaigns: Targeted and Timely Communication:*

McClung's mailing services add a layer of strategy to your campaigns. With targeted and timely delivery, your informational marketing materials reach the right audience precisely when it matters, enhancing the impact.

4. *Efficient Inventory Management: Streamlining Logistics:*

Managing and distributing inventory becomes a seamless process with McClung. Your marketing materials are readily available, ensuring that your solution is always within reach for potential clients.

5. *Promotional Brilliance: Tangible Reminders of Your Solution:*

McClung transforms your solution into tangible reminders through promotional items and custom apparel. These become not just products but representations of the solution you offer.

Products that Speak Volumes

Brochures and Flyers: Storytelling in Print:

McClung's brochures and flyers are not just pieces of paper; they are stories that unfold in the hands of your potential clients, narrating how your product or service is the solution they seek.

Innovative Catalogs: Showcasing Your Unique Solution:

Catalogs become more than product listings with McClung. They showcase your unique solution in innovative ways that capture attention and drive engagement.

Annual Reports: Transparent Showcase of Success:

Annual reports become a transparent showcase of your success story. McClung combines transparency with innovative design, making the case for your solution.

Strategic Mailers: Personalized Impact, Solution Delivery:

McClung's mailers are not just envelopes; they are personalized messengers delivering the solution your potential clients are looking for, making a lasting impact.

IFU (Instructions for Use): Clarity in Solution Delivery:

Clear instructions are essential for any solution. McClung's IFUs provide not just clarity but innovative and engaging ways of delivering the necessary information.

Promotional Items and Apparel:

Wearable and Shareable Solutions: From pens to custom merchandise, McClung's promotional items are tangible reminders of your solution. Custom apparel becomes a wearable and shareable representation of what your brand has to offer.

Print Beyond the Page, Solution Beyond the Challenge

In the journey of marketing challenges, McClung Companies emerges as the solution beyond the ordinary. The "Discover Print Beyond the Page" tagline becomes a mantra for businesses seeking to communicate their solutions in ways that push the boundaries of traditional limitations. From design to distribution, McClung transforms informational marketing into a powerful communication tool, ensuring that your solution is not just seen but truly understood. Embrace the innovative and unique world of print with McClung – where your solution goes beyond the page, leaving an indelible mark on your audience.

Rhoades was awarded employee of the third quarter

Tomeka Rhoades, HR / Benefits / Payroll Specialist / Safety, 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.



Tomeka Rhoades

"Tomeka is quick to jump in where there is a need and is willing to help out across departments," noted Joanna Bergdoll, Admin Operations Manager. "She is a valuable team member and a fast learner. We are blessed to have her here at McClung."

Rhoades has worked five years at McClung and lives in Waynesboro.

A hue can make all the difference

Did you know that color can impact our buying decisions? From vibrant reds to calming blues, each hue carries a subtle message. According to Colorcom, people make a subconscious judgment about a product within 90 seconds of initial viewing, and up to 90% of that judgment is based on color alone.

Understanding the psychology of color is akin to wielding a painter's brush to create an intricate masterpiece. Each stroke of color evokes emotions, shapes perceptions, and drives actions. How much thought have you put into the subconscious messaging of the colors you choose?

BLUE - The Trustworthy Emblem: Blue exudes a sense of calmness, trust, and reliability. Consumers associate blues with stability and security, establishing a sense of trust that's vital in the world of finance.

RED - The Captivating Catalyst: Red is a color that demands attention. It's associated with energy, passion, and urgency. Red can evoke hunger and stimulate quick decision-making.

PURPLE - The Symbol of Royalty: Purple conveys a sense of luxury, elegance, and creativity. This color can resonate with consumers who seek a touch of extravagance in their experiences.

ORANGE - The Energizing Force: Orange is an energizing color that sparks enthusiasm and creativity. This color can capture attention and encourage interaction, making it an ideal choice for targeting youthful and energetic audiences.

BLACK - The Elegance of Sophistication: Black exudes sophistication and elegance. When combined with gold accents,

Discover Print Beyond The Page.

facebook

Linked in

You Tube

Design ▪ Print ▪ Mail ▪ Promo ▪ Apparel

McGraphics Publisher: Adam Monk
 Editor: Kevin Bowles



M c C Q U I Z

Dear friend,
Which state has the most ski resorts?

Email answers to mcmarket@mcclungco.com by February 29. 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 Jonathan Rhudy at Rhudy & Co. for winning last issue's McQuiz contest. He received a \$25 gift card. Fall leaves change color because of less sunlight and chlorophyll.

black becomes a symbol of prestige and refinement.

YELLOW - The Beacon of Optimism: Yellow radiates positivity, happiness, and optimism. This color's warmth can brighten moods and inspire positivity.

GREEN - The Emblem of Nature and Health: Green is often linked to nature, health, and vitality. Green taps into the human desire for harmony with nature, making it a powerful choice for brands focusing on organic and sustainable products.