



The Complete Spectrum

December 2013



Giving!

Bring joy and comfort to those in need and to yourself in the process – donate generously to help others. Spectrum's 10th Annual Great Holiday Food Drive (see page 2) is in full swing. We hope to make the holidays a little brighter for our less fortunate neighbors.

Gifts!

Hustling and bustling to find that perfect gift for someone on your list? Please consider our local artisans, manufacturers, and purveyors. We are blessed with some fine Tucson and Southern Arizona companies and individuals who deserve our support and patronage. Buying local benefits us all.

"The high level of quality service I've received from Spectrum for over 14 years has been consistent throughout. Their attention to detail, superb printing quality, and excellent customer service have been unsurpassed amongst other vendors I've dealt with and I cannot recommend them enough."

~A.M., University Graphic Designer

Business!

It seems silly to point out the obvious – the American health care industry is in great turmoil right now. One constant, regardless of all the present uncertainties, is that successful practices continuously reach out to current and potential patients. True for the health care industry as well as any other industry seeking to build loyalty, broaden their base, and educate their public. Read an interesting case study on page 4 of how one doctor was successful in building his practice and understand how the principles he used could be applied to your own situation.

Best Wishes & Happy New Year,

George E. B. Stewart

What's Inside

- * **Winning Marketing Strategies for Health Care Professionals**
- * **Case Study: Specialty Dentist Grows Referrals Through Personalized Campaign**
- * **Digital Watermarks: A Newer Alternative to QR Codes**

First Impressions

Meet Our New Team Members

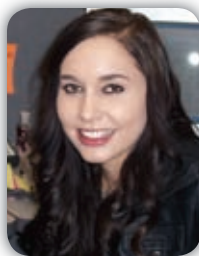


Jennifer Tobiasson (Mail Division & Customer Service Representative)
Jennifer has over 17 years of experience in the printing industry. More recently, her expertise includes mailing practices as well. She can make sure your mail pieces move through the Post Office with maximum efficiency at the lowest postage

cost with the best customer service possible. Ask her about her hobby of collecting and building about 75 Lego sets as one of her favorite family activities.

Chelby King

(Customer Service Representative)
With a father in the printing industry for about 30 years, Chelby is no stranger to modern printing practices. Spectrum is fortunate to have her as part of our team, creating a positive customer experience for all clients.



Latest Signature Seminar Success

If you hadn't heard yet, we met some new friends who attended our most recent Spectrum Signature Seminar, "Fall Harvest: Reaping the Benefits of Increased Fundraising ROI" for local non-profits, schools, and development directors in October. With successful case studies showing increased number of donors and greater levels of giving through the use of personalization and variable content, it is no wonder these techniques make sense for annual appeals and capital campaigns. You want to know what more we have planned for you in 2014, right? Sure you do! Subscribe to our VIP Email Updates: www.SpectrumPrintingCompany.com/VIP-email-subscription



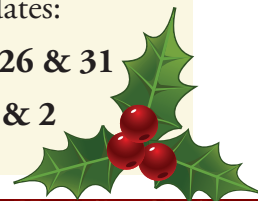
Holiday Schedule

Merry Christmas & Happy New Year!

We're closed on the following dates:

December 24-26 & 31

January 1 & 2



Marketing Strategies

Winning Digital Printing Best Practices for Health Care Professionals



Whether practicing medicine, dispensing pharmaceuticals, nursing, or any other of the wide range of health care practices, printed promotional marketing materials are a must. With variable data printing, it's never been easier to develop a winning marketing strategy.

Advantages of Variable Data Printing:

- short runs
- high quality
- personalization & versioning
- fast turnaround times
- efficiency

Digital Printing Opportunities:

- Patient Education Materials – Build your brand and strengthen consumer relationships. Keep information handy and consumers well-informed with your expertise about various health conditions and healthy living in materials such as branded brochures or

booklets. This encourages them to also pass along the helpful information to others.

- Transactional Printing for Simplified Bills - Consumers demand that their healthcare bills are easier to understand. Redesigning bills, invoices, statements, evidence of coverage, and explanation of benefits can accomplish this with the use of color and inserting personalized messages.
- Appointment Reminder Cards / Postcards - Whether they are peel-and-stick or standard cards, these personalized healthcare marketing materials are essential to help keep your patients reminded about their appointments. It's another branding opportunity as well, which keeps you fresh in the minds of consumers.
- Direct Mail Campaigns & Referring Communications - Turn the page to learn more about a successful Case Study example.

Do you want to integrate print into your health care marketing strategy, but aren't sure where to start? We can help show you the right direction. Call us today at (520) 571-1114 or visit www.SpectrumPrintingCompany.com/health-care-printing-marketing-solutions

Case Study

Specialty Dentist Grows Referrals Through Personalized Campaign

With just ONE targeted cross-media marketing campaign, a specialty dentist in Minnesota was able to create a network of patient referrals from 21 general dentists in his market area. Based on his average annual value per client, his campaign resulted in \$420,000 of potential new business!

How did he do it?

First, he had clearly focused goals in generating genuine leads. Knowing that his target audience was general dentists in his local area, he needed to:

- Increase the awareness of his specialty, his credentials, and his capabilities.
- Develop long-term relationships with the referring dentists.
- Gain the confidence of the referring dentist to increase referrals and grow his clientele.

Importantly, he had several items of value to offer: an opportunity to learn more about him as a specialty dentist to improve their patients' referral experiences, a "Study Club" where the referring dentists could meet face-to-face to discuss cases, case studies, best practices, and network amongst peers, free referral cards, and a gift card for their participation.

Finally, he decided to use one of the most powerful AND cost-effective marketing strategies around: the use of cross-media marketing.



The Campaign:

Two personalized postcard direct mailings with personalized urls (PURLs) were sent out to 468 general dentists. Although this campaign was developed on a small scale, it can be replicated for larger campaigns.

The postcards introduced who he was as a specialty dentist with a professional photo, credentials, a quote from himself about his practice, and some testimonials from referring dentists. Each mailing drove recipients to a personalized url (PURL) with a short survey, a professional offer to join his study club of fellow professional dentists, a second professional offer of free referral cards for the specialty dentist which made it easy for them to hand out to their own clients, and a \$25 gift card offer as appreciation for their time to learn more about him and his practice. Emails were sent out to the website visitors and he personally followed-up with each respondent.

The Results:

Out of the number of general dentists who responded to the campaign by visiting their own personal url (web page), 18 of them (almost 95%) requested and received referral card packs. 13 of the same respondents (about 69%) joined his “study club.”

New referrals and on-going referral relationships were meaningful results from this campaign – not the traditional metrics of cost-per-piece. That’s the true measurement of his return on investment.

How Can You be Successful with a Campaign Like This?:

If you’re a specialist within your industry and can do or sell something that others don’t, then replicating this referral campaign could do wonders. Or, consider a similar campaign introducing your products/services direct to your end users who live within a certain range of your local business neighborhood. Either way, be sure to:

- Team up with experts – Leverage the expertise of a printing/marketing partner to create and deliver your campaign.
- Align your relevant message & offers – Position offers as motivators, not gimmicks.
- Follow-up effectively – To convert website visitors into clients or referrals, some sort of personal involvement and interaction is essential.

Case Study Source: MindfireInc. Resource Center, a member of PODi. Specialty Dentist Grows Referrals Through Personalized Campaign with Dr. Willhem of Your Smile/Natural Dentistry by Design in Minnesota.

Are you ready to be successful with your next direct mail campaign? Spectrum’s XMM (Cross-Media Marketing) services can help you seal your next deal. Call us today at (520) 571-1114 or visit www.SpectrumPrintingCompany.com/cross-media-marketing

Happy Hanukkah ❄ Joyous Kwanzaa ❄ Happy Winter Solstice ❄ Happy New Year



A Fresh Perspective

Marketing Ideas You Can Use Now

Gift Card Holders

Do you market yourself with promotional gift cards throughout the year? Or maybe you're a nice boss who's giving out gift cards to your employees this holiday season?



Consider printing your own gift card holders with your own branding to compliment the gift cards. A variety of designs can be implemented whether they are for general use or holiday-specific. They can also be printed with personalization such as

the gift card holder's name, a personal message, or the dollar amount that's on the card. Make giving and receiving an even more memorable moment with this creative marketing tool!

Special Offer

100 Free Holiday Cards

There's still time to send some warm holiday cheer this season for Christmas, Hanukkah, Kwanzaa, or even New Year's. Take advantage of this offer with your next print order, and you'll receive 100 free holiday cards and envelopes. Visit www.SpectrumPrintingCompany.com/100-free-holiday-cards to order them now!



Digital Watermarks: An Alternative to QR Codes & Microsoft Tags

Watch a video right after reading a magazine article simply by scanning an image with your smartphone or tablet. Brilliant! That's the power of mobile marketing that brings print to life and bridges the gap between our print and digital worlds.

Similar, in a way, to the more familiar Quick-Response codes (QR codes) or Microsoft Tags, digital enhancements are embedded within images, design elements, and text blocks on printed materials known as "digital watermarks." Those with a smartphone or tablet use an app to instantly learn far more about the content they are reading. Scanning the digital watermark triggers rich media experiences such as watching videos, reading alternate or enhanced text, taking surveys, entering giveaways, and more.

This new alternative can be visible or invisible so it won't spoil design like clunky QR codes or long URLs. Until

Experience print to digital now!

Scan our digital watermark with your mobile device for a special holiday offer just for you. First, download the free "Digimarc Discover" app. in the iTunes App Store or Google Play.



people get more used to digital watermarks, some sort of image does appear to indicate scanning ability to the reader (see the Costco magazine example below). Digital watermarks also store a lot more data than with a QR code and require good color printing, which is handled in the prepress stage of the printing process.

Costco uses this new digital watermark technology. Generally, they've replaced QR codes with their branded "C" images which appear on several pages of their member publication, The Connection. Experience what it's like to scan these "C" digital watermarks by downloading their free app and you'll find yourself quickly immersed in learning more about their products, offers, or articles in their magazine.

unavailable, says Richter, a Costco member, who considers it game-changing "sales intelligence" for small firms.

If Richter has an established contact, that constitutes a "first-degree" LinkedIn connection, meaning he now, by default, can access all of that contact's first-degree connections. Richter says he has had "tremendous success" contacting members of this latter group—his

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Tablet or smartphone?
Scan or click here for an introduction to LinkedIn's company pages. (See page 5 for scanning details.)

Download the Costco App: www.costco.com/costco-app.html

Consider this strategy when printing your next marketing piece. To learn more about how digital watermarking works, visit this valuable resource: www.DigitalWatermarkingAlliance.org.

Next Issue

- **Lee Knows Mail: New Postal Rates & Regulations**
- **Top Marketing Trends for 2014**
- **Nurture Your Customers with the Best of Appreciation Marketing**



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Tucson, AZ 85714.

<http://bit.ly/1aeVLEV>



Production Notes

Each issue of *The Complete Spectrum* is a unique production designed to illustrate various printing terms, techniques and attributes. "A Gift for You!" newsletter edition features a holiday gift box for self-assembly, peel-off holiday gift tags, a custom holiday card, and an 8-page newsletter pamphlet, all neatly packaged in a clear envelope.

Marketing Concept & Content: Heather Strong BremPELL

Design: Julie Gard

Mailing List Processing: Spectrum Mailing Dept.

Gift Box: pre-perforated and pre-scored cube box in
Mohawk Via Linen i-Tone

Gift Tags: 60# Showcase Digigloss

Holiday Card: 111# Pacesetter gloss cover,

Matte UV coated outside

Newsletter Pamphlet: 100# Flo gloss text

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