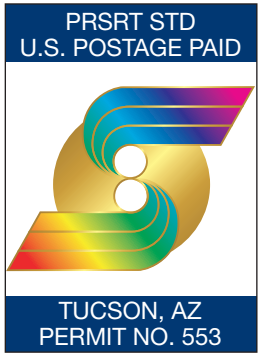


Spectrum Printing Company, LLC  
4651 S. Butterfield Dr., #161  
Tucson, AZ 85714-3456



*“I really love working with all of you at Spectrum. You’re a great team and really understand customer service.”*

*~P.N., university administrator*

- DATE SENSITIVE - USPS just confirmed new rates - see “Lee Knows Mail” 



Discover more! [SpectrumPrintingCompany.com](http://SpectrumPrintingCompany.com) • Call us! (520) 571-1114  
Visit us! 4651 S. Butterfield Dr., Ste. #161, Tucson, AZ 85714 • Socialize with us!



## Happy New Year to All!

I don't know about each of you individually, but it seems the consensus of opinion from most of our clients is that they are none-too-sorry to see 2013 in their "rear-view mirror." It appears to have been a very challenging, trying, difficult year indeed.

2013 is behind us now and we can all look upon the new year with the famous "American Spirit" – the spirit of optimism and confident self-reliance – that we can make things better for ourselves and for

our community. We understand that it will take individual responsibility, hard work, extra effort, and even a little luck, but we live in a wonderful community in a wonderful country with the promise that anything is possible.

We hope that you are equally enthused about 2014 and we look forward to working together with you to make it a great year!

For the Love of Optimism,

*George E. B. Stewart*

## First Impressions

### Meet Our Newest Spectrum Team Member

#### Heather Strong BremPELL

(Marketing Specialist)

With an umbilical connection to the Internet since 1994, Heather has morphed into not only our online marketing "go-to" gal, but is also a brainchild behind Spectrum's offline marketing campaigns. As the most recent addition to our team, she is one reason why you're seeing a bit more of us lately. When Heather's not glued to her laptop, she enjoys the popular Les Mills workout classes at the gym and writing poetry – not simultaneously, of course.



## Lee Knows Mail

### Answers to Your Most Pressing Mailing Questions



Dear Lee,

So I hear postal rates have gone up again this year. Did the annual permit fee also increase? ~Julie K.

Dear Julie,

The annual renewal price for a postal permit is going up from \$200 to \$220. **If you have a postal permit that needs to be renewed soon, do it BEFORE January 27 and save \$20.** If you're not sure when your permit expires, call us at Spectrum Printing (520-571-1114) and we'll look into it for you. If you're mailing your permit renewal to the Cherrybell Post Office (1501 S. Cherrybell Stravenue, #205, Tucson, AZ 85726-9653), make sure the postmark is dated

before January 26 to get the lower price. If you have more questions about this year's USPS changes, I'd love to talk with you more at one of my free mailing workshops (see below)! ~Lee Oliverio, Your Mailing Specialist

#### FREE Starbucks Gift Card!

Submit your next postage and mailing question (in 50 words or less) to Lee. If your question is selected, you'll receive a FREE Starbucks gift card AND get your answer printed in the next issue of *The Complete Spectrum*.

<http://bit.ly/1b4sn7b>



## "LEE KNOWS MAIL" PROFESSIONAL WORKSHOPS

Can't wait to have your mailing question answered until the next newsletter edition in March? Hurry now to meet with Spectrum's Mailing Specialist, Lee Oliverio, in an exclusive small-group setting at one of our free mailing workshops before the last seats are taken. Available workshops include Jan. 30, Feb. 5, &/or custom-scheduled sessions.

In just one hour, learn:

- ♥ The New 2014 USPS Rates & Info. You Need to Know Now
- ♥ Money Saving Tips on Postage & Mailing
- ♥ How to Get the Most Out of Your Mailing Database

Here's what our workshop participants have to say:

**"I really liked the smaller group format of your workshops. Seems like the exchange of ideas and questions flowed smoothly and I was able to get my questions answered without feeling I was annoying others."** ~G.S., business owner

**"Now I understand why you stress value and not price. I will never make that expensive mistake again! Thank you so much for helping me salvage my critical project."** ~N.J., development officer

Register Today!

[www.SpectrumPrintingCompany.com/1-2014-pro-workshop](http://www.SpectrumPrintingCompany.com/1-2014-pro-workshop)

## TOP MULTI-CHANNEL MARKETING TRENDS FOR 2014

### Content Marketing is King

Establish authority and gain trust by creating valuable content across multiple channels.

- Social Media
- Website Articles / Blog Posts
- eNewsletters
- Case Studies
- Videos

### Social Media Marketing Experimentation

Find out which social media networks are right for your business or organization. Consider a print campaign introducing your new engagement on:

- Pinterest
- Instagram
- Tumblr

### Emphasize Content on Images

Image-based content is key.

- Blog Posts
- Infographics – combine images with minimal text with stats or data

### The Value of Simplicity

Top brands like Apple and Google clearly value simplicity. How will your goods or services serve to simplify the consumer's

life? Create marketing messages and design that are:

- clean
- uncluttered
- minimalist

### Necessary Mobile-Friendly Content

Ensure that all your marketing efforts—whether on the Internet or offline print pointing to online content—provides a positive experience for mobile users.

Need some new marketing ideas to incorporate these strategies in 2014? Give us a call: (520) 571-1114. Read more about Spectrum's XMM (Cross-Media Marketing) services here: [www.SpectrumPrintingCompany.com/cross-media-marketing](http://www.SpectrumPrintingCompany.com/cross-media-marketing)

Source: Forbes Magazine, "The Top 7 Online Marketing Trends That Will Dominate 2014" by Jayson DeMers.



## MARKETING STRATEGIES

### Nurture Your Customers with the Best of Appreciation Marketing

When we appreciate our consumers, we motivate them. When we forget them, they forget us. Out of sight, out of mind. Nurture your customers by strengthening your database management in order to carry out these thoughtful marketing strategies for any direct mailing, email campaign, or special offer:

- Customer's Birthday Month – Send a birthday wish.
- Customer's First Purchase Month – For new customers, send a welcome message. For repeat customers, celebrate their loyalty of when they first did business with you.
- Customer's Last Date of Purchase – If it's been a while, create a campaign letting them know just how much you miss them.

Let your customers know how special they are. Considering it's more effective to keep the customers you do have than it is to find new ones, you'll be glad you did.

Discover other ways to appreciate your consumers in our blog by clicking on the "appreciation marketing" category here: [www.SpectrumPrintingCompany.com/blog](http://www.SpectrumPrintingCompany.com/blog)



**"People often say motivation doesn't last. Well, neither does bathing—that's why we recommend it daily."**

~Zig Ziglar

## PRODUCTION NOTES

Marketing Concept & Content:

Heather Strong BremPELL

Design: Julie Gard

Mailing List Processing:

Spectrum Mailing Dept.

Oversized Flat, 12" x 15"

Paper: Tango 14pt C2S Cvr with gloss UV coating

## NEXT ISSUE

- Packaging & Labeling Do's & Don'ts
- Try Your Luck with the Best Content Marketing Tips
- Spring-Cleaning Marketing Strategies You Cannot Ignore

## Let us help you get your message out!

*An oversized flat this size is a great candidate for an Every Door Direct Mail® (EDDM) campaign because its size is powerful, your message is hard to miss, and with a postage cost of only \$.175 each, it's a superb value. What do you want a community to know about?*

The Complete Spectrum is a bi-monthly publication of Spectrum Printing Company. To update your subscription or tell us what you'd like to see in our next newsletter, please let us know: [Welcome@SpectrumPrintingCompany.com](mailto:Welcome@SpectrumPrintingCompany.com) or (520) 571-1114, 4651 S. Butterfield Dr., Tucson, AZ 85714.

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

