



The *Complete*
Spectrum
March / April 2014

George

Create Your Own Marketing Luck This Spring!

What's **Inside**

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

*“For over 14 years, Spectrum has provided the majority of
the printing for my company, which includes our quarterly
newsletter. I've not had to do a press check in at least 10 of
those years due to their excellent system of color profiling.”*

~J.N., art director

Dear George,

Aaaah, spring-time in Tucson! Hope you too, are enjoying our great spring weather. Cacti blooming, new buds on the mesquite trees, and yes, even that pesky pollen making us keep the tissues handy.

While celebrating Spectrum Printing's 27th Spring in Tucson, spring reminds us of the new growth and development we have been fortunate to experience as a company over the years. Not limited to spring-time, of course, our service offerings to the Southern Arizona community continue to change greatly each year. While we retain "Printing" in our name as a part of our legacy, it is but one important facet of what we do. As the innovator of integrated mailing services into our continuum of products, the early adopter of digital printing and being at the forefront of cross-media marketing campaigns (integrating print and electronic media), we keep updating our expertise to serve the needs of our community.

No better time like spring-time in Southern Arizona! No better time for **Spectrum Printing Company** to get with us for your printing, mailing, and marketing needs for the year ahead!

Newsletters

Have you noticed the upsurge in newsletters in your mailbox? I'm referring to the mailboxes at your home and office. Savvy marketers are returning to time-honored printed newsletters for one simple reason – they work! Whether prospecting for new customers, nurturing existing clients, communicating with constituencies, or just spreading the word, bright, informative, compelling newsletters help you stay "top-of-mind" with those on your list. And, no "Delete" keys to keep your message from being seen.

Contact us today to hear some great ideas about newsletters that can work for you!

George E. B. Stewart

A Fresh Perspective

Marketing Ideas You Can Use Now Newsletter Inserts

Increase response rates by stretching your newsletter marketing purpose further. Just like a non-profit organization newsletter may typically include an inserted remittance envelope to encourage donations by their readership, businesses may also include another type of newsletter insert such as labels and metallic foil stamping as a gold or silver scratch-off– just like we did in this issue that reveals your lucky fortune. It's interactive information that stands right off the page! Offer a scratch-off special promotion. Or, insert a reply postcard for surveys, registrations, and offering free reports.



First Impressions

A Special Tribute to Patrick Murphy

After 17 years as an integral part of the Spectrum Printing Company team, it is with our gratitude and appreciation that we announce the retirement of Patrick Murphy. As our Sales Manager and representative, Patrick generously shared his 40+ years of experience in the printing industry with clients and colleagues alike.

Although he promises to come by and visit from time to time, it will not be the same without Patrick's daily presence. We wish him great health and happiness in this newest chapter of his career.



Workshop Success

"LEE KNOWS MAIL" PROFESSIONAL WORKSHOPS

Those who participated in our recent mailing workshops gained exclusive access to work directly with our Mailing Specialist, Lee, in a small-group interactive session. Many expressed how helpful this was to better help them understand the new USPS changes and how to stretch their mailing dollar further. Here's what some of our participants had 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.E., 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

Every day is
"Pie Day" at
Spectrum
Printing...
for the months of
March, April,
and May that is.



1998 is the earliest we can remember starting our Spectrum "Pie Day" tradition. We celebrate our employees' birthdays with delicious pies on "Pie Day" each month after singing an off-key, but lusty rendition of "Happy Birthday!"

We thought we'd share the fun with our good friends in the community, by celebrating the concept of "Pie Day" in a tasty way and saying, "Thank you!" at the same time. And we promise you won't have to hear us sing.

All of our Customer Service Representatives happen to have been born in March, April, or May. That wasn't a job requirement; it just turned out that way. So, with your first printing order of the birth month of your favorite Spectrum CSR, she will bring a treat just for you.

The sweetest satisfaction in life comes from sharing what's special in our hearts.

March CSR Birthdays: **Chelby & Jennifer**

April CSR Birthdays: **Candy & Shelly**

May CSR Birthday: **Elaine**

A close-up photograph of several yellow daffodils in bloom, with green leaves and stems visible. The flowers are the primary visual element at the top of the page.

Marketing Strategies

Spring-Cleaning You Simply Cannot Ignore

Clear up those marketing dust bunnies with these helpful tips to spring you back into action.

Freshen up your strategic marketing plan with the brightest ways to add some active sparkle!

Mailing List Database

- 1 You know all those products or services that your customers bought from you last year? Try segmenting based on their past purchases and make your marketing message more relevant by suggesting other similar purchase ideas. Make your offers more meaningful to them than ever.
- 2 When was the last time a customer bought a product or service from you? Maybe it's time to drop them a note in the mail – a portion of your mail piece should be handwritten if possible for maximum effect. But before you do, update your database to reflect their "last purchase date" for future quick reference. Also, list their "first purchase date" so you can celebrate with them on their anniversary of doing business with you – you may wish to include a special offer just for them.

Marketing Collateral

- 3 Does your latest brochure show artwork from five years ago with outdated contact information? Time to renew and refresh! Your image is everything. Perhaps you're offering new products or services. Before the update, consider first if your audience has changed. Is your message still relevant to them? Check your

business cards, rack cards, and other materials as well. Check for consistent branding and messages across them all. Choose digital printing rather than dry toner printing for amazing, life-like imagery.

Direct Mail

- 4 What happened after you mailed that last postcard campaign? If people went to your website but didn't complete the call to action, have you lost them completely? Not exactly. There is a way to stay engaged with your target audience. Google Remarketing tracks the activity of people who visited your site. They can see follow-up banner ads with your brand, enticing them to take the next step forward.

Email

- 5 Divide and conquer your email marketing messages. Consider segmenting your emails into specific industries. Again, take the fresh path of a more relevant approach.

Website

- 6 When was the last time you updated the blog on your site? Develop a content schedule to convert your website from static to dynamic. Minimally, think monthly. For more effective results, commit to weekly.

- 7 Does your copyright year still say 2013? Or 2012? Time to ask your webmaster to update this for you. Show your customers a subtle hint that you're still fresh, alive and kicking.

- 8 Feel like your web design is not up to par with the latest design techniques? Or not as user-friendly? Or most effective for your audience? It may be time for a makeover. Start preparing for a strategic re-design.

Social Media

- 9 Update any company page changes in the contact information and/or products and services areas. Win another award? Include it on your list.
- 10 How long have you had the same Facebook timeline cover image? It may be time to spruce that up a bit. If the current one is amongst your favorites and it's been there since you opened up shop, it's time to let go and start anew.
- 11 What were your most successful engagement posts from the prior year? Hone in on those types of posts and try more of the same. Your social media analytics should be able to tell you what worked and what didn't.

Need a hand with swiping those marketing dust bunnies away? Call us at (520) 571-1114 to get all your design, printing, and mailing projects freshened up—with a difference you can see for yourself.

Behind the Scenes

Prepress • Printing • Bindery • Mailing

"Good quality paper is best for die-cutting and foil stamping. Edges are smoother and it looks a lot nicer. Gloss cover stock makes the design and foil stand out beautifully. I love making the customer happy by paying attention to detail. Even if it's 80,000 pieces, each one has to be perfect." ~Nick Garcia, Die Cutting Specialist



"I'm quality-oriented, so what I've been doing for the last 30 years comes easily to me when we spot-check all projects for highest quality. We do our own finishing with a converter, like gluing and folding packaging materials. There are so many shapes we can die-cut and finish, including triangular boxes. And a huge variety in the projects we produce—from a box to fit a tube of lip balm or a large box of cereal—no two projects are the same." ~ Bob Schuster, Lead Bindery Operator

"Newsletters are an important marketing piece that allow you to share very important information about you, your brand or your product. We know how important it is to make each newsletter look great since it's an extension of your image. They must be produced with the utmost attention to detail and quality.

Often companies use simple color copy that is smeared, inconsistent and can look horrible when it actually ends up in the reader's hand. Not only are our offset presses and our HP Indigo Digital Presses color calibrated, they use liquid ink to produce crisp color images that are brighter and cleaner than toner based copiers. You will notice the difference and so will your customers." ~Ken Huizenga, Production Manager



Engage More Customers with These Packaging & Labeling Do's & Don'ts

Cabernet Sauvignon. Pinot Grigio. White Zinfandel. Moscato. What type of wine do you produce?

Consumers are standing in the store surrounded by all those brands--there must be dozens of each type on the shelves. How critical is it that they see and select your particular wine product from amongst the hundreds?

With any product you are marketing, you want your product noticed. Understanding all there is to consider when it comes to packaging and labeling should be at the top of your list. Stick with a professional printer who can talk with you about the right recommendations for your product covering all of the essentials like design, colors, die-cuts, stock, placement of cuts and perfs, adhesives, printing, and more.

Print continues to be the workhorse of marketing & brand identification.

Print gets response - Direct mail has a higher response rate than email.

3.40%

response rate for letter-sized direct mail to a house list

response rate for to the general public or a prospect list.

1.28%

This compares with email response rates at 0.12% and 0.03%, respectively.

[Data source: Graphic Design USA. September/October 2013. Direct Marketing Association, 2012 Response Rate Report.]

The types of printing to consider for your products may include:



- labels
- bottle neckers
- instruction sheets
- point-of-sale (POS) display packaging
- promotional packaging
- specialty boxes
- folding cartons
- totes or pouches
- mailers
- header cards



As you develop your product marketing, follow this general guideline to help your product get noticed.

DO...

select Pantone colors that reproduce well in 4-color process (CMYK) - so your printer has the best chance of matching colors to keep your branding consistent without having to add a fifth or sixth color

consider the design and strength of the bottom of your packaging seal - can it withstand the weight of your product?

select the best adhesive for your packaging and labeling - ask about the difference between low-tack and high-tack, and how it impacts your products' shelf-life

enhance your packaging and labeling with eye-catching design by understanding what's possible with colors, shapes, substrates, foils, and embossing to differentiate amongst the competition

DON'T...

design your package before sizing your product - especially if the size of your product changes

leave your packaging vulnerable to scratches and color fading - protect against the elements with an aqueous or UV coating to increase longer shelf-life

include unnecessary variable data on packaging or labeling that may render the package obsolete before its time

underestimate the importance of a package or label's performance requirements during your products' life cycle - talk openly with your printer to help them understand the physical conditions

Let's develop some outstanding packaging and labeling solutions together so your product gets the attention it deserves. Call us at (520) 571-1114.

Try Your Luck with the Best Content Marketing Tips

Think of your website as a bicycle wheel. All the spokes represent the different streams of content that we're used to seeing by now, such as infographics, videos, case studies, research reports, webinars, white papers, etc. The spokes are intertwined, leading straight towards the center hub. All your content marketing should lead back to your central hub—your website. It doesn't hurt to have supplemental spokes either, such as colorful print collateral to further enhance the sales cycle experience of the end-user.

Try your luck with some of these strategies below, so you don't end up spinning your wheels. A few of the strategies below refer to February's edition of Website Magazine mentioned in their article, "Content Marketing Blueprint," with a colorful web-to-print twist from Spectrum's very own creative team.



Social Teaser Strategy

Gain the attention of your social media audience by giving them a sneak peek into something you're working on before you officially release it to the public. Give them something eye-catching and engaging by leveraging the combination of videos and images.

The Spectrum Web-to-Print Twist:

Follow-up with your audience (and reach the ones you may have missed) by mailing a product/service postcard announcement, which re-directs them back to your website. A personalized URL (PURL) can ask them to take action like buying or registering based on what you know or what you want to know about each person specifically.

Visual Strategy

A lot of people are visual learners. Whether complex or not, if you have information that you want easily absorbed, create infographics to get your message across. Publish them on your website and then post them on your social media profiles—especially Pinterest.

The Spectrum Web-to-Print Twist:

Are you using infographics in your print marketing? You should. Use them in postcards, newsletters, case studies manuals, annual reports, etc. Break up the monotony of textual information with the use of stunning color and typography. (See our example on page 6.)

Analytical Strategy

When was the last time you reviewed the analytics reports for your social media or website with Google Analytics? If you're not sure what to look for or need help understanding what it all means, seek a professional SEO who can assist. Knowing this information can identify what adjustments should be made based on what content strategies bring you results and what don't.

The Spectrum Web-to-Print Twist:

Sure, you can track your online marketing efforts easily, but what about offline marketing? Variable data printing and shortened URL tracking can measure your return on investment for offline print campaigns. What about those brochures or flyers you handed out at your last conference? Printing a specific call-to-action to visit a customized landing page on your website with the proper tracking set-up would be an ideal solution – especially if your URLs were personalized with their name (known as PURLs), now we're really talking analytics that give you the key information you need!

User-Generated Strategy

Consider using your audience's content as an approachable way to market yourself. By encouraging your customers to post on your social media page or website, you're more likely to connect with them.

The Spectrum Web-to-Print Twist:

You could run an "Enter to Win" contest if you need customer photos for your website. Offer to select one or a few of them to be printed in your new print marketing materials such as brochures or run a direct mail marketing campaign featuring their photo(s).

Relevancy Strategy

Leverage your email marketing to promote upcoming holidays with a relevant message, encouraging them to take action on a special sale or limited-time offer.

The Spectrum Web-to-Print Twist:

Mail them a "Time is running out" postcard reminder to take advantage of your prior email marketing offer. Or, if they already followed through with what you asked them to, mail them a special recognition thank you card—with an actual handwritten note or signature.

Call us at (520) 571-1114 so we can share more ideas with you such as variable data printing to achieve the results you're expecting with your print marketing.



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Does your company or organization print a newsletter?

Additional features such as variable data, inserted reply envelopes or scratch-off labels get your audience engaged. Whether printing on a monthly or quarterly basis, your newsletter is seen as a credible source of information so it only makes sense that it be published with high quality printing and mailed with special care.

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:
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<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.

Newsletter:

Eight-page newsletter with variable content plus an insert, mailed as a flat. Printed 4/4 on 100# Gloss Book, folded, and saddle-stitched.

Insert:

Four fun stickers printed 4/0 on adhesive-backed stock featuring a scratch-off and variable content.

Printing:

Spectrum Production Team

Mailing List Processing:

Spectrum Mailing Dept.

Design:

Julie Gard

Concept & Content:

Heather Strong Brempell

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