HIGH-IMPACT

PRINT



I D E A B O O K

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Improve response, enhance engagement and boost sales with personalization, interactivity and high-impact print

Thanks to new technology, new materials, and new printing, bindery and finishing techniques, marketers have the ability to "amp up" an already proven performer: print. Personalized direct mail campaigns, special event invitations, advertising, customer communications, signage and more can all be taken to the next level and cut through the clutter to help you protect the business you currently have and find more sales opportunities to grow.

People like print, too. It's tangible. Portable. Memorable. And did we mention flexible and affordable? Take a look at the following pages to find inspiration and ideas for your next print or "print plus digital" campaign to optimize performance and ROI while meeting the channel preferences of today's diverse buyers.

I D E A B O O K

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Case Study: High-impact print drives multi-channel campaign







This award-winning campaign, highlighting the value of direct mail, capitalized on the unique strengths of print and digital channels.

Two personalized mail pieces were sent to a targeted prospect list, driving recipients to personalized landing pages (PURLs) for easy registration to an educational webinar. The mailers featured a "kicking" die cut in a perforated reminder card. The follow-up oversized postcard used variable data for recipient names and personalized URLs. A metallic finish gave the piece extra pop.

Digital ads, email and website promotion were also employed. Result? The registration goal was exceeded by 30%.

Economical & Measurable

Make It More Relevant

94%
Consumers who have taken steps to break off their relationship with a brand or service after receiving mistargeted email promotions and information.[1]

94%
Charitable giving that comes through traditional channels like direct mail, annual fund, major gifts and telephone versus 7% online.[2]

60%
U.S. and Canadian respondents who say, "I get a lot of email that I just don't open" and "I enjoy checking the mailbox for postal mail."[3]

How valuable is your house list?

Generally accepted metrics say:

- **It costs eight times more to acquire a new customer compared to retaining a current one.**
- **Reducing your customer defection rate by 5% can increase your profitability by 25 – 125%.**

The list is and always will be the most important element of any direct marketing campaign. While your customer data is worth its weight in gold, you'll also want prospecting strategies to replace the clients or donors you lose through natural attrition, relocation or job change. Here are three of direct mail's many advantages: selectivity to almost the total exclusion of waste circulation, its ability to deliver more personal – and thus more powerful – communications, and the ease with which you can measure results.

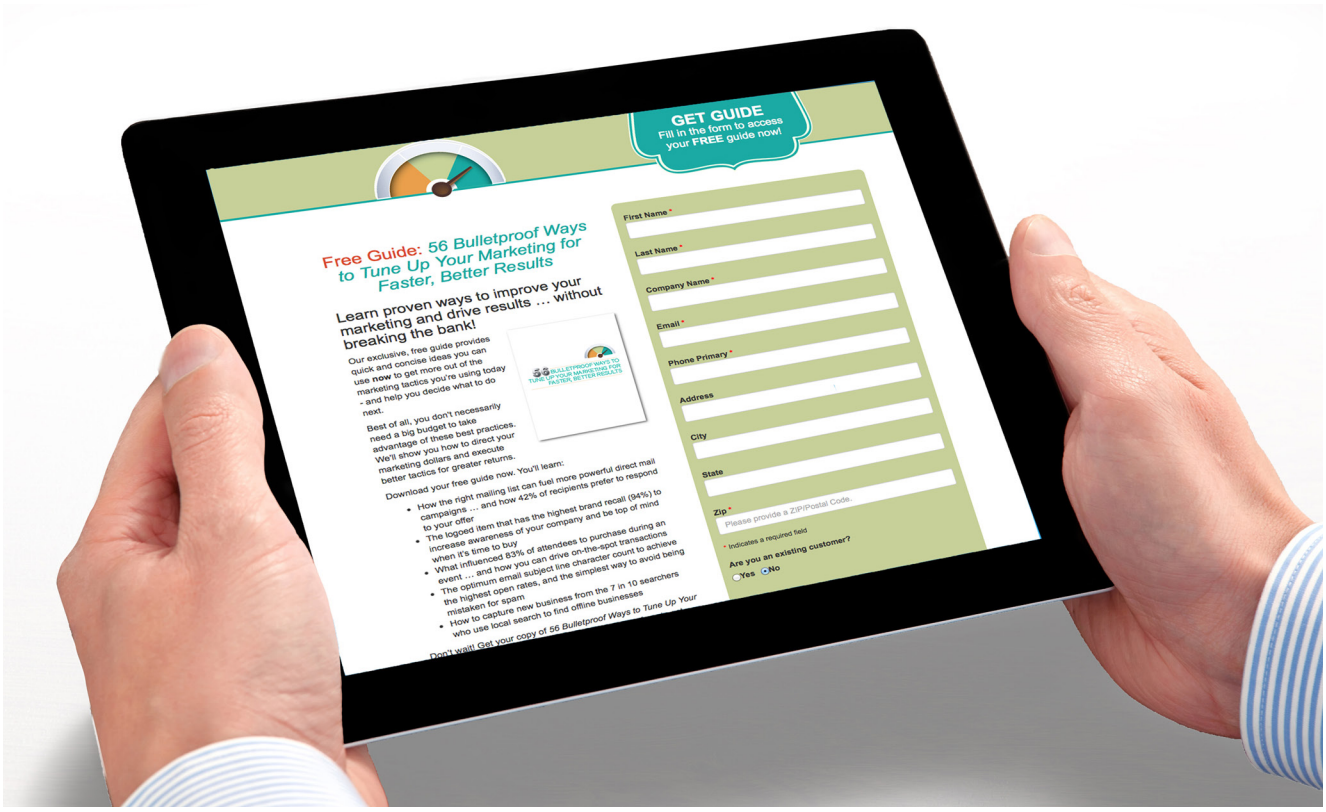
[1]Janrain, *Social Login and Personalization*, 2014
[2]Blackbaud, *Charitable Giving Report: How Nonprofit Fundraising Performed in 2013*
[3]Epsilon, *Channel Preference Study for Both the Mobile and Non-Mobile Consumer*, 2012



76% of small businesses say their ideal marketing mix is a combination of print and digital.

Source: Pitney Bowes/Choose Print





Flexible & Engaging

Make It More Interactive

3 to 4 times
Multi-channel customers spend more compared to their single-channel counterparts.[4]

67%
Online searches that are driven by offline messages with 39% of shoppers making a purchase.[5]

53%
More than half of all QR code scanners are between the ages of 18-34.[6]

What types of businesses like QR codes?

- **Real Estate** – Give virtual tours of properties via a code on yard signs or flyers to offer an interactive experience to buyers.
- **Retail** – Induce shoppers to spend by featuring sale or discount codes on print ads or in-store displays.
- **Travel and Hospitality** – Gather guest feedback by including a QR code in a follow-up mailer that links to an online survey.
- **Restaurants** – Blanket a geographic area with a postcard mailing that includes a code to menus or monthly specials.

Multi-media marketing programs deliver increased engagement and better results than single-media campaigns. According to the Direct Marketing Association, 67% of marketers planned to use three or four channels in 2014.[7] Print is the great cross-channel enabler. Incorporate general or personalized Web pages, or Quick Response (QR) or other two-dimensional bar codes with your direct mail, signage and print advertising.

[4]Econsultancy
[5]Choose Print
[6]comScore, Inc.
[7]Direct Marketing Association, *Statistical Fact Book 2014*



We can help you call everyone by name using variable data printing to drive better response.



When one size does not fit all, colors, graphics and text can be customized to speak directly to your target audiences.



Show you know and care. Your best audiences can't help but think, "It's all about me!" when their name is stenciled on a yacht, written in the snow or displayed up in lights.

Targeted & Tangible Make It More Personal

63%
18- to 21-year-olds who say they will read postal mail immediately, up from 39% the previous year.[8]

30 minutes
The average amount of time consumers spend reading their mail.[9]

61%
U.S. Baby Boomers who consider mail an important way for a charity to stay in touch; 55% of Canadians feel the same.[10]

Coolly customized

Database-driven print campaigns let you speak to each customer or prospect by name with personalized text and/or images. The more you know, the more customized the piece can be, with graphics to reflect gender, interests and buying history – to drive greater performance.

The Direct Marketing Association says response rates for a static, non-personalized mail piece in a lead nurture campaign are typically 2 – 3%. According to Caslon & Company, average response rates for a relevant, personalized campaign range from over 8% for lead generation to 28% for loyalty campaigns.[11]

[8]Direct Marketing Association, *Statistical Factbook 2014*
[9]United States Postal Service, *The Mail Moment*
[10]Blackbaud, *The Next Generation of American Giving* and *The Next Generation of Canadian Giving,* 2013
[11]Caslon & Company, *Response Rate Report*, 2010

Printer's Speak: It's a Language All Its Own

These terms twist, turn and roll off our tongues because they're our "work" words. The nice thing is you don't need to know what they are to get a beautiful result. See something that makes you curious about what it means or looks like? Let us know … we love to share our language with you.




French Fold
Aqueous Coating
Metallic Ink
Matte Finish
Bronzing
Foldout
Thermography
Foil Stamp
Embedded Card Products
High Gloss
Spot Varnish
Barrel Fold
Embossing
Gilding
Letterpress
Inspiration
Glow-in-the-dark
Plastics
Spot UV
Accordion Fold
Matte Finish



When you consider how you want your printed materials to open and stay open (or not), the right binding might be a ringlet, spiral, coil or even hand-tied.



Perfect binding – which uses adhesive to hold the pages in place creating a flat spine – is a good solution for training manuals, catalogs and workbooks.



Water-resistant papers or lamination protect pages from moisture and tearing.

Functional & Durable

Make It Last Longer

Key considerations

1. **Who is your audience?** This will help you determine the simplicity or sophistication of your content and the right format and finish.

2. **What's the mission?** Creating a training book, user's guide or product manual? Include graphic images and use fonts in sizes that can be easily read, referenced and remembered.

3. **How will it be used?** Whether frequently handled (menus or training materials) or meant to stand up to the elements (door hangers, banners or signs), always consider purpose for the most effective use of your print budget.

Do you need your printed materials to stand up to heavy use, look great and last longer? It can be as simple as laminating pages so they can be referenced more frequently, are sturdy and virtually tear-proof. A durable finish or binding is particularly important for presentation folders, instruction and parts manuals, and reference cards.



Pages are easily flipped with a ringed binding, and the information is quickly referenced with handy tabs.



"Open me." An angled cut reveals just enough of an image to make one wonder what's underneath. Alongside, stepped tabs are page-turners in an accordion fold.



The die cut gives it curves, and the foldout format puts lots of information easily in hand. Interesting content and coupon offers pack more selling power.

Interesting & Involving Make It Easier To Use

-10%
The average person's reading speed decreases when using a tablet or e-reader vs. the printed page with no increase in comprehension.[12]

47%
16- to 24-year-olds who prefer printed magazines and newspapers over electronic versions.[13]

28%
Consumers who see paper's legibility and ease on the eyes as important when buying a printed book.[14]

Are you average?

The average person is exposed to more than 1.85 million messages per year. That's 5,000 per day. They notice about 50 and remember only four.

There are two surefire ways to motivate interaction with your printed materials. First, make it easy. Don't be surprised if a loose reply card delivers more responses than a perforated one. Similarly, adding tabs can inspire more time spent with a manual or workbook because it's simpler to look through. Next, make it fun. Pique curiosity and interaction with your printed pieces when you incorporate interesting shapes or movement with die cuts. For a highly targeted campaign, dimensional or pop-up mailings attract attention and drive higher response.

[12]Jakob Nielsen
[13]Voxburner.com
[14]Ricoh and University of Colorado-Boulder, *The Evolution of the Book Industry: Implications for U.S. Book Manufacturers and Printers*



Shine on! Silver foil paper catches the light, and different opacity levels of ink change the appearance of colors with each angle.



A gloss UV coating adds attention-getting dimension and realistic glassy shine.



Bring on the special effects! Gloss UV and glitter coatings combined with white ink on silver foil paper create a pretty shimmer that asks to be touched.



Pairing white ink with dark paper matches the mood with the product … powerful.

Memorable & Lasting Make It More Impactful

51%
Marketers who say they use direct mail to create awareness or generate interest; 70% say they use print ads.[15]

76%
U.S. Millennials (ages 18-35) who say it means more if someone gives them a printed book rather an e-book.[16]

73%
U.S. men (83% of U.S. women) who say physical cards and letters make them feel more personally connected to people than digital notes do.[17]

When to say "no" to coatings

A glossy surface can be hard to write on. Greeting or note cards should be uncoated on the inside where you'll want to add your personal messages.

Art and science are in sync. According to a breakthrough study by Millward Brown[18], printed pieces drive more brain activity than virtual messages, perhaps leading to a stronger connection and increased memorability. Smooth and soft to the touch. Rough and textured. Holograms, white ink … consider all of your options when you are seeking to keep a printed piece in hand longer and add pass-along value.

[15]Direct Marketing Association, *Statistical Fact Book 2014*
[16, 17]JWT, *Embracing Analog: Why Physical is Hot*, 2013
[18]Millward Brown, *Using Neuroscience to Understand the Role of Direct Mail*

More Ideas

Find Your Inspiration

We hope you've been inspired by just a few of the many marketing and print techniques you can use to make a more powerful impact, whether your goals are to drive new sales, attract new donors, teach a concept or build stronger relationships with your customers or employees.

Of course, it's the tactile qualities of print that make it so compelling once it's in your hands. When you're ready, let us bring samples to you so you can see, touch and feel the true power of print.

Brought to you by Allegra

Allegra is locally owned and operated. Our focus is on small and mid-sized businesses and other organizations that need printed and online communications.

We offer integrated solutions to help you build a strong brand through high-performance print, customer data analytics support, campaign planning, website development and optimization, mobile marketing, online marketing, email and direct mail marketing.

Our services also include targeted mailing lists, cross-channel campaigns, social media marketing, dedicated referral programs, point-of-purchase and out-of-store displays, posters and signage, literature and handouts, promotional items, logo wear and more.

Beginning with a clear understanding of your business goals and challenges, we'll help you determine how to better know your best customers or donors and grow them.

We'll help you precisely identify your targets, develop a multi-channel strategy to reach them, and ensure that every activity achieves maximum impact with minimum waste to reach your sales or other business goals.

When you're ready to take it up a notch, let us know. We'll implement your program efficiently and effectively to drive the desired results within your timeline and budget.

Want to learn more?

Contact your Allegra representative today.

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I D E A B O O K

Looking for more marketing insights?

For best practices and new ideas to help your business grow, talk to an Allegra professional about these other valuable resources. Just ask us for a printed or digital copy; we'll be happy to deliver it to you.



Your Brand: Unrivaled ... Or Unraveled?

Do a quick self-appraisal of your current activities, and see where they could be performing better.



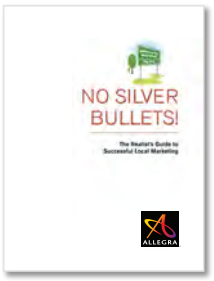
86 Ways to Drive More Traffic to Your Event

These sure-fire techniques from event industry insiders will boost traffic and results from your next event or trade show.



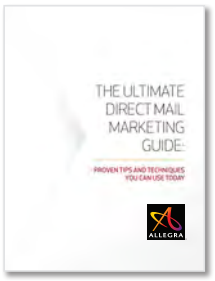
The Definitive Web Marketing Guide

Make your website a powerful tool to connect, inform, engage and sell.



No Silver Bullets!

Use these six cross-channel strategies to find more local customers and drive new sales.



The Ultimate Direct Mail Marketing Guide

Learn how to break through the clutter and create powerful direct mail campaigns that reach the right people with the right message.



The Complete Guide to Customer Growth

Gain a better understanding of your best customers and use that information to strengthen your relationships and grow new sales.

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