

FOUR TRENDS FOR TODAY'S PRINT MARKETING

The most effective marketing is simple, personal and reliable—an important point to remember as brands and businesses scream for attention in today's crowded digital space. If you haven't already, now's the time to plan your marketing strategy for next year, including your print marketing plans.

Print marketing can be compelling, memorable and engaging; just the fact that you can touch it gives it a significant advantage over digital. In all the clutter of the information age, sending tangible messages they can hold on to helps create connections with consumers and builds credibility with your audience.

Wondering what's trending in print marketing? Here are four things to note.

1 **SIMPLICITY.** The world is filled with digital chaos and overwhelming noise—that's why minimalism resonates with audiences of all ages. Look for simple, striking images. Keep text short and to the point. Maximize white space. Opt for a layout that's clean and uncluttered. Often, less is more.

2 **PERSONALIZATION.** Print is already a personal medium, but with personalized pieces, you can go a step further and reach your audience on an individual level. For example, use online data about your customer's preferences to create a customized marketing piece. Are you running a promotion on a product they've been researching? Send them a quick postcard to let them know.

3 **COLOR.** For color trends, Pantone foresees continued print marketing with iridescent color palettes and a move away from pastels towards bright and bold colors. According to Pantone color experts, "Intense colors seem to be a natural application of our intense lifestyles and thought processes these days."

4 **TEXTURE.** Studies have shown that touch memory has the strongest impact on the human brain. When we hold something, it sticks. By tapping into that, print media creates lasting brand awareness. Make your fliers, business cards and postcards feel as great as they look with details like embossing, debossing, raised ink or intricate folds to add a unique texture.

PASSING GLANCES

Maintaining your customer (and prospect) databases is crucial when it comes to creating both your direct mail and email marketing messages. By being able to segment and pinpoint the exact audience you believe would be interested in your offer, you're able to reduce costs and increase ROI at the same time.

PASSING GLANCES Inverting text to be white on black (or on any dark color) will always give your typography more strength. But be careful inverting smaller type sizes (8 pt. and lower) — this can cause problems as ink always flows around a little when just printed. This effect is called trapping.



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IT'S WHAT'S INSIDE

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- **Print and Design Terms to Put in Your Back Pocket**
- **Case Study:** *Mapping Out a solution for LadyBug*

Personalized Marketing:

Seven Ways to Reach Your Customers Better

In marketing, personalization is all the rage thanks to better methods of collecting and storing data. With direct mail specifically, you stand a much better chance of getting a great response (and ROI) if your campaign is targeted and customized for each customer. With today's technology, that's not hard to do if you have the data to back it up.

Make your customers feel loved with these seven easy ways to personalize your next campaign.

THE OFFER. Use information about your customers' past purchase behavior and interactions with your company to customize the offers you send them. Not all offers are created equally in your customers' eyes—hone in on the right ones for the right people.

THEIR NAME. Addressing a customer is a commonplace tactic, but that doesn't make it any less powerful. If you have their name, use it.

IMAGES. Mailing to various locations? Swapping out the pictures you use in a mail piece based on a customer's location can help the content feel familiar and more relevant.

FORM FIELDS. Including a form on your direct mail piece? Pre-filling certain fields with customer data like name, address and phone number can increase the response rate.

GENDER. Sometimes men and women view the same product or service differently. Adjusting content based on gender can portray your offer in the way that resonates best with each.

PAST PURCHASES. If your product or service is something that needs to be repurchased or renewed after a certain period of time, create personalized campaigns based on the timing of a customer's last purchase. Offer a customized coupon with a quick expiration date to create urgency.

INDUSTRY. Different industries have unique reasons for using your products and services. Use variable data printing to make sure you're speaking their language.

INSIGHTS

In a recent InfoTrends study, participants were asked, "Does the customization or personalization of a direct mail piece make you more likely to open/read it?" 29.2% said "much more likely," and 55% said "a little more likely."



CASE STUDY

Mapping Out a Solution for LadyBug

THE CLIENT

Ladybug Child Care is a childcare provider in the southwest suburbs of the Twin Cities in Minnesota. They have three family-owned locations and offer healthy meals, enrichment programs and hire teachers for the children that "cheer their achievements, wipe their tears and encourage them to try."

THE PROBLEM

One of their three centers sits in a Chaska industrial park with very limited visibility to the general public. We wanted to make it as easy as possible for nearby parents and their little "bugs" to become aware of this location.



Print and Design Terms to Put in Your Back Pocket

It's not a foreign language, but the words print designers throw around sometimes are admittedly specific to the industry. You don't have to become fluent, but it's good to know a few key terms so when you're working on a print or design project, you're catching some of their lingo.

Of course, it's always good to ask when you don't know. But here are a few terms you can stick in your back pocket and pull out when the time comes.

Adobe[®]. This company is probably the leading creative software provider in the world—they provide a suite of tools designers rely on daily to do their jobs. Their software and file formats are industry standard for print design and printers (and web).

.ai, .psd, .indd, .pdf. These are the standard formats that every printer will accept as printable files. It's what the designer will create and the printer will receive in order to get your project completed.

Legibility. The measure of how easy it is to distinguish one letter from the next; legibility has a lot to do with white space, your choice of typeface and how you use it.

White space. Also called negative space, it's the area between and around design elements. It can feel like wasted space to non-designers, but it actually serves an important role in balancing design elements and helping to achieve a clean and visually pleasing experience. And it doesn't have to be white.

CMYK. Cyan, magenta, yellow, key (black). These four colors are the four inks that most color printers use to replicate the full range of the color spectrum.

Pantone Matching System[®] (PMS). The Pantone Matching System[®] (PMS) is a standardized system of colors for printing. Every Pantone shade is numbered, making it much easier for people to reference and identify exact shades of color.

FIVE WORDS THAT MEAN SOMETHING DIFFERENT TO A PRINTER

SCORE: To impress or indent a mark in the paper to make folding easier.

GUTTER: The blank space or inner margin from printing area to binding.

SPINE: The back of a bound book connecting the two covers; also called backbone.

DIE: Device for cutting, scoring, stamping, embossing and debossing.

BLEED: An extra amount of printed image that extends beyond the trim edge of the sheet or page.

SENTIMENTS

*"One of the great ironies of life is this:
He or she who serves almost always benefits
more than he or she who is served."*

—GORDON HINCKLEY

PASSING GLANCES If your business is looking for a better way to stay in touch with customers, consider a drip marketing campaign. Drip marketing means providing small amounts of related marketing messages consistently over weeks or months through direct mail, email or other marketing channels.

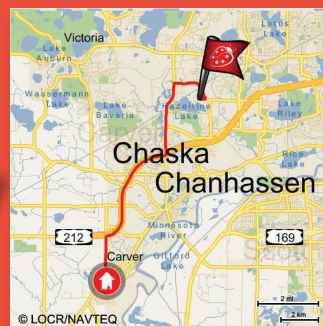
OUR SOLUTION

We used Personalized Mapping Technology to create a mailer that was both unique to each home and helpful to the parents. Personalized mailings can print different information, offers and images on each mail piece to make it more relevant to the recipient.

For each of Ladybug's mailers, we created a map of the area with a route from the parent's home to the facility in Chaska. Clean icons showed the location

of the home and Ladybug's center, while the route was represented with a thick red line.

This gave parents an immediate indication of where Ladybug's center was located and how to get there. The custom route also added a personalized touch, which can dramatically increase response rates.





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FIRST IMPRESSIONS

- **Four Trends for Today's Print Marketing**
- **Personalized Marketing: Seven Ways to Reach Your Customers Better**
- **Print and Design Terms to Put in Your Back Pocket**
- **Case Study: Mapping Out the Future for LadyBug**

MEMORABLE DATES IN SEPTEMBER

- 3 Labor Day
- 5 National Cheese Pizza Day
- 19 International Talk Like a Pirate Day
- 22 First Day of Fall
- 28 National Drink Beer Day

You deserve marketing that
takes you to new heights.

Naturally.

20% FREE*

HAVE A LOT TO PRINT? GET AN EXTRA 20% OF YOUR PRINT ORDER FOR FREE. MENTION CODE: PRINT 20

(Example: Order 1,000 brochures, get 200 additional brochures for free.) *Offer applies only to brochures, letterhead and envelopes produced in-house at Burnsville facility. Expires 10/31/18.