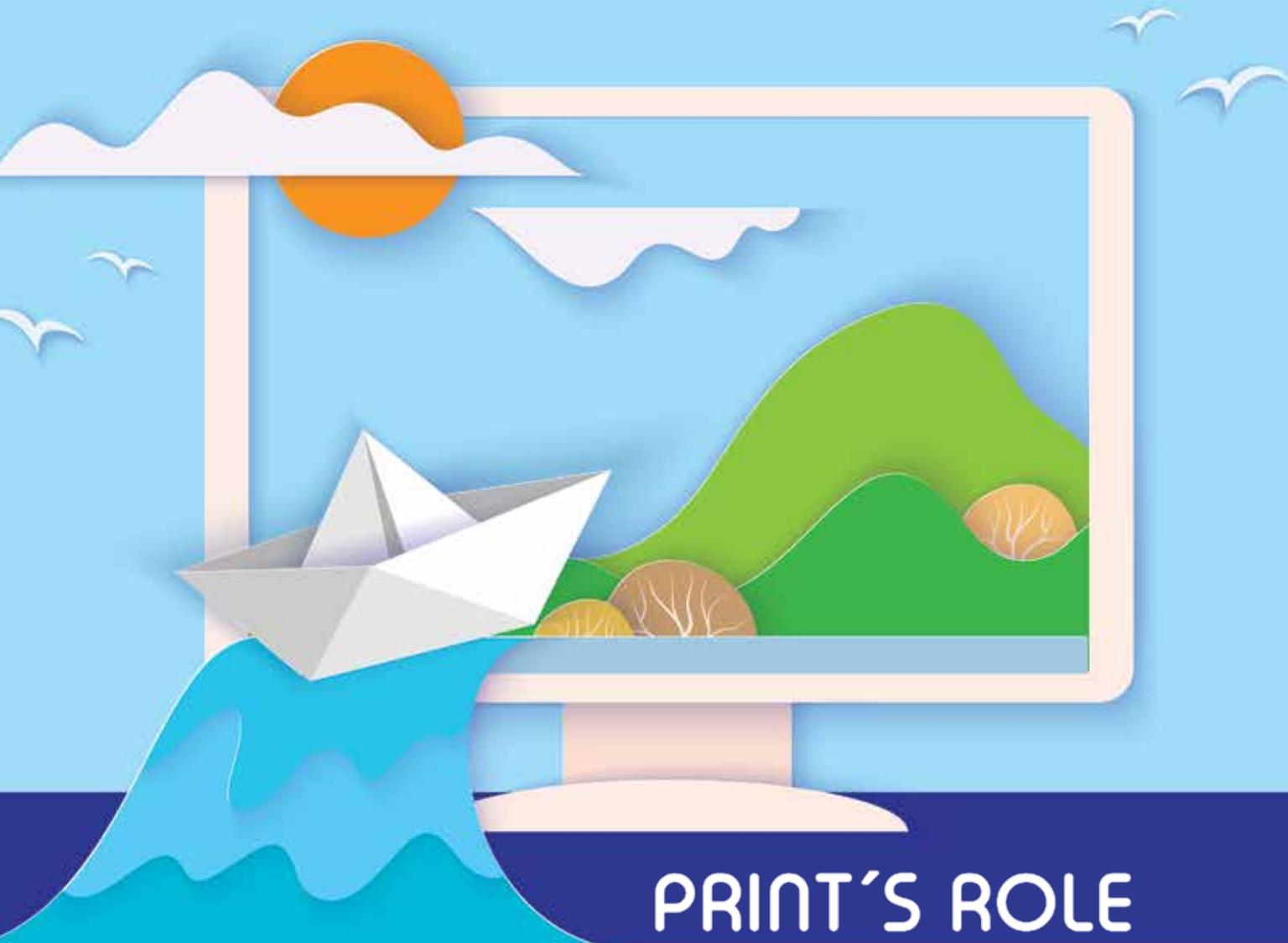


# marketing

sider

ISSUE 02 2021

NEWS AND KNOWLEDGE FOR  
TODAY'S MARKETER



## PRINT'S ROLE

IN THE NEW  
COMMUNICATIONS  
LANDSCAPE

Dear Fellow Marketer:

Staying connected with both your employees and customers is more important now than ever – and perhaps more challenging, too, given the circumstances of the last year. But that doesn't mean you should be relegated to the same-old, worn-out tropes of the trade.

Getting "back to business" probably looks different for you than it does for some of your colleagues or competitors. Whether you're looking to create a meaningful return to the office or connect more deeply with employees who are still working remotely, it's important to make sure you're handling whatever your situation may be in a way that leaves a lasting, positive impression.

This issue presents a number of ways that you can stay connected to both your employees and your clientele. Beginning on **page 2**, we highlight how you can use engagement kits as a way to welcome back employees to their workspace after a long time spent working from home.

You will also read about how to use National Days as opportunities for short- and long-term marketing campaigns, how to make the most of dimensional mail options to make a lasting impression on your customers and more.

We know that the challenges of the last year have created an incredible amount of disruption – for both your business and your family. But if you let 2021 be a year of renewal and revival for you, you're bound to come out stronger than ever before.

As always, let us know if there's anything we can do for you, even to just chat or brainstorm ideas. We can do that virtually, or prepare a safe way to meet in person. Either way, we're here for you!



## C o n t e n t s

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#### Print's Role in the New Communications Landscape



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Pick up helpful tricks for nonprofits to use on your next donation drive.

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Learn how to use whimsical National Days throughout the year as new, fun marketing opportunities.

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Discover how to make a lasting, positive impression on staff and clients alike when you return to your office post-pandemic.

#### 12 Love Your Lumpy Mail

Take your mailings to the next level and generate more leads with the addition of dimensional elements.



## The Small Business Perspective on Customer Experience

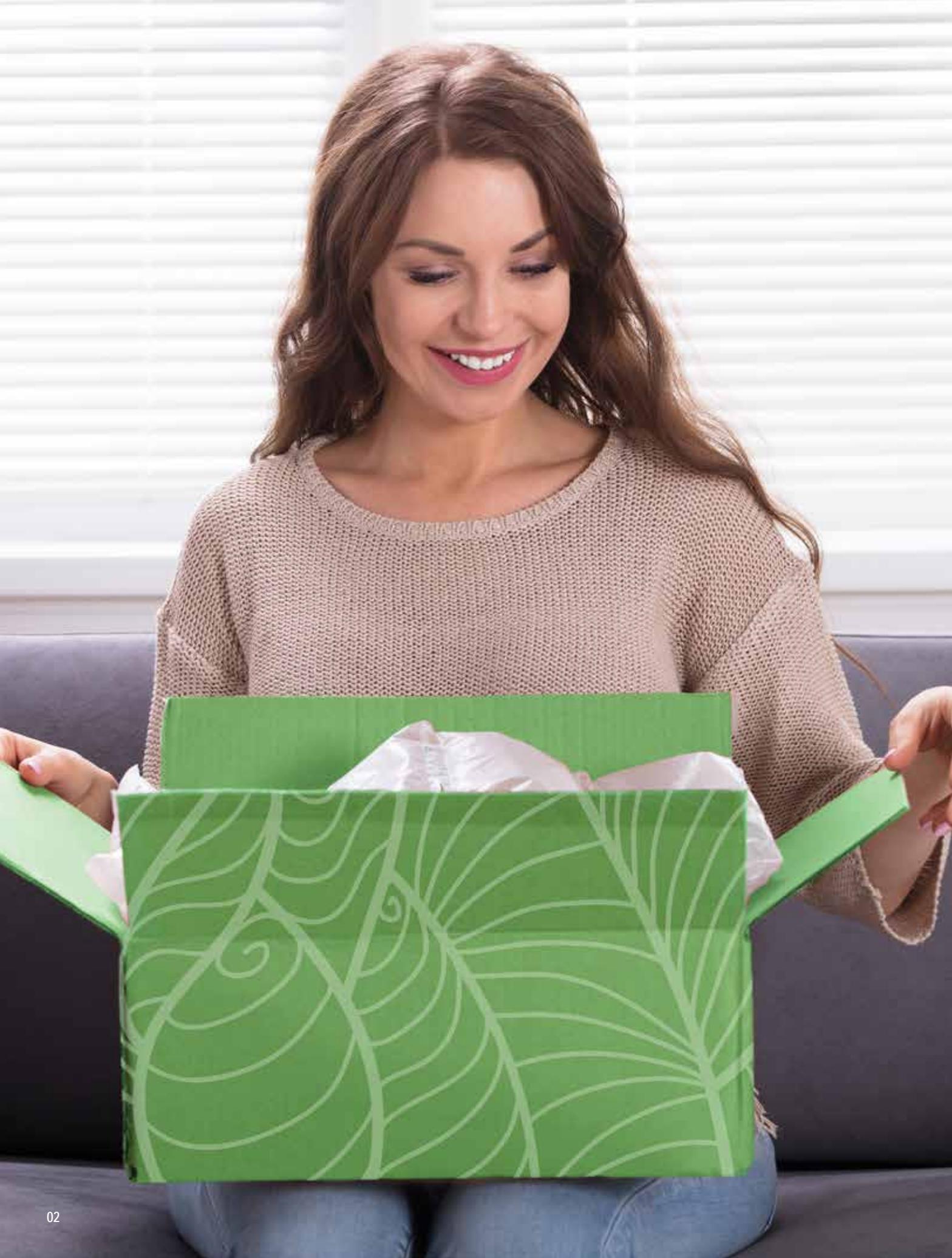
Customer experience remains a top priority for small and medium-sized businesses (SMBs) that recognize how loyalty is being driven by the experience a customer receives during their visit. But how are SMB marketers optimizing their strategies to create an overall stronger, more positive customer experience?

To help you answer this question, we partnered with Ascend2 to field the Customer Experience Survey. This report, *The Small Business Perspective on Customer Experience*, represents only the experience of marketers responding to the survey whose businesses have fewer than 50 employees.

Here's what it found:

- 81% of SMB marketers said that **improving customer retention and satisfaction** is one of their primary objectives. Other goals were increasing the value and reliability to users (58%), increasing data-driven personalization (23%) and improving interactive design and ease of use (22%).
- Nearly all (98%) small business marketers would consider a **customer experience strategy** successful at achieving those primary objectives, with more than half (51%) describing the success as best-in-class, compared to their competitors.
- The **most effective tactics** used for improving the customer experience were customer feedback collection (59%), content personalization (44%), social media engagement (39%), brand building campaigns (28%) and loyalty or rewards programs (24%).
- Marketers recognize the value of **investing in the customer experience**; 71% said they expected the total budget (time, resources, costs) to increase moderately.
- 85% of SMB marketers are **tracking metrics** with some degree of consistency to determine the success of their strategies, with 44% saying that their metrics are continuously monitored to gauge improvement.

If you're looking for a way to engage your target audiences and see an improvement in brand loyalty and customer engagement, contact us to get started. It's what we do!





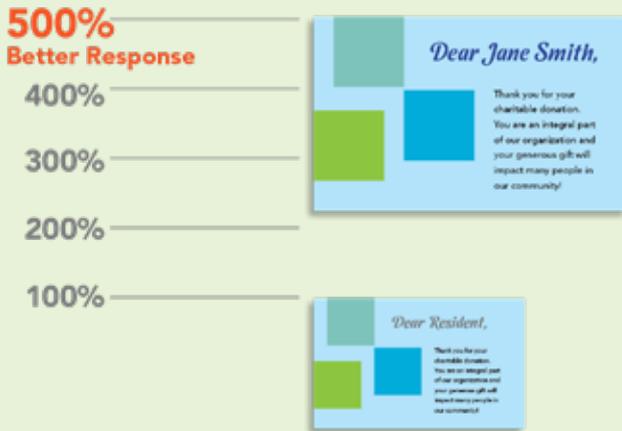
# Tips to Drive Your Next Fundraiser

Nonprofit professionals know that their donors are being asked to support more charities and to do so more frequently. After all, the need is great. But just asking for support and expecting results often isn't enough.

Here are some simple tips to maximize the results of your next fundraising campaign:

## 1 PERSONALIZE IT.

According to research by Canon Solutions, a colorful direct mail piece that's personalized can generate a response that's up to 500% better than one that's not. Adding a person's name and more personalized information means you're far more likely to get a response.

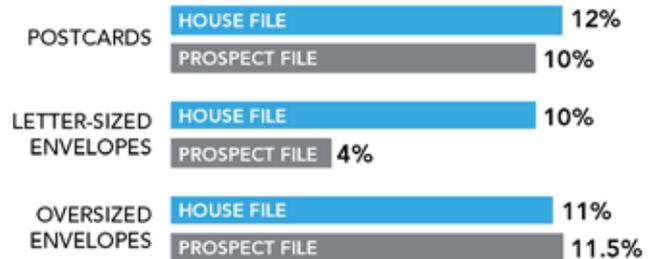


## 2 MIX THE RIGHT MEDIA.

Base your choice of media on the frequency you can deliver your message with the least amount of waste. Direct mail continues to be a popular choice for targeted communications, with 75% of nonprofits using it in their marketing campaigns.



The success of a direct mail campaign is dependent on the data. See below for the comparison of response rates of house and prospect files:



Source: ANA DMA Response Rate Report 2018

## 3 SEND AT THE RIGHT TIME.

Make sure you're soliciting donors at the right time, and that you're not asking too often. The Blackbaud Institute for Philanthropic Impact found that the first-year donor retention rate for offline donors was 29%, and was 22% for online donors. Consider scheduling a campaign after the release of results or after the reveal of your annual report to increase your donor retention rate.



## 4 ANALYZE YOUR RESULTS.

Before you launch your next campaign, track the success of your most recent one. Take a look at your communications stream and see what happened. Some commonly-used benchmarks include: social media engagement, website traffic, dollar value of the average donation and overall revenue.



# A FUN OPPORTUNITY EVERY DAY!

Take on whimsical National Days for your next marketing angle



Virtually every single day on the calendar is some sort of “National Day” of something new – providing a fun and quirky way for your business to stand out.

While some days are widely reported and covered, like National Pizza Day (February 9), National Donut Day (June 4), and National Cat Day (October 29), there are plenty of other National Days you can use as a fun marketing opportunity.

These are fabulous opportunities that can be used to showcase a new product, express customer appreciation or highlight a hardworking employee. Whether you’re simply making a fun social media post or using them as a launching point for a multichannel campaign, make a list of what National Days might appeal to your customer base.

## Here are just a few ideas on how you can leverage a National Day for your marketing:



### National Trivia Day (Jan. 4):

Post some trivia questions about your business on social media, encourage your customers to answer. And then collect correct answers and enter them into a drawing for a gift basket of your products or for a special deal on a future service.



### National Just Because Day

(Aug. 27): Choose your top customers to receive a gift card, promotional product or another “just because” gift.



### National Loyalty Day

(May 1): Send thank-you cards with a fun promotional item to your long-time customers to thank them for their loyalty, post a nice note on your social media pages to thank all your clients for their business or offer a discount or special gift on a purchase in the month of May.

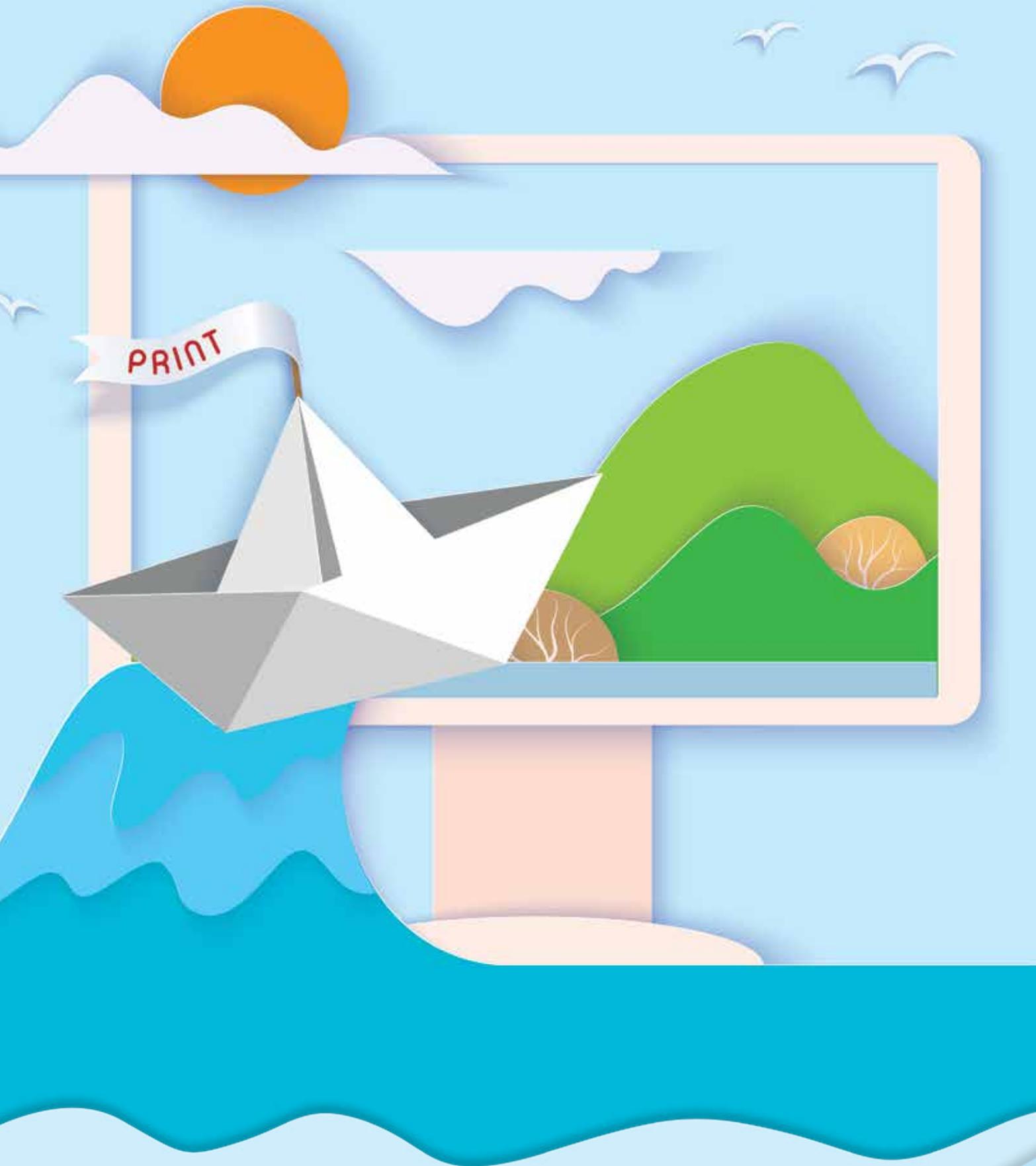


### National Stress Awareness Day (Nov. 3):

Include a branded stress ball with orders, post some tips for lowering stress on your social media, or just do a fun de-stressing activity with your staff.

Not sure how to incorporate these or other days into your marketing or sales strategies?

Work with us to brainstorm ideas throughout the year!



Print, one of the earliest forms of mass communication, is still a valuable outreach medium. In the early days of the digital communication formats, many experts marked print as an endangered species likely set for extinction. While some communication products better suited for electronic content distribution did migrate to digital-only versions, many did not.

As digital printing presses entered the scene and removed some of the previous barriers to organizations using print (e.g., high costs, longer runs), the ability to print affordable, short-run work gave businesses and consumers with smaller communication budgets the opportunity to consider print communication. Eventually, organizations found that combining communication types and leveraging the unique strengths of each led to greater results.

Today, marketers and brand owners communicate with customers across channels, and print is a core component of that mix. Seasoned marketers view print as an essential component of many types of multichannel communication campaigns, and it's most commonly used in communications with existing customers and the onboarding of new ones.

Recent research by Canon USA sought to better understand how print buyers and influencers are using print to strengthen customer communications and combine it with other media types. Following are key insights from the survey. The chart below shows the customer communication campaigns that survey respondents support with print.

Survey respondents were asked if they expect print usage in each type of multichannel campaign used by their organizations to increase, stay the same or decrease. Overall, buyers expect their use of print in multichannel campaigns to increase or hold steady, with only a few expecting decreases. Over half of respondents say they expect the print component for new customer acquisition, enrollment programs, lead nurturing and new customer onboarding to increase in the future.

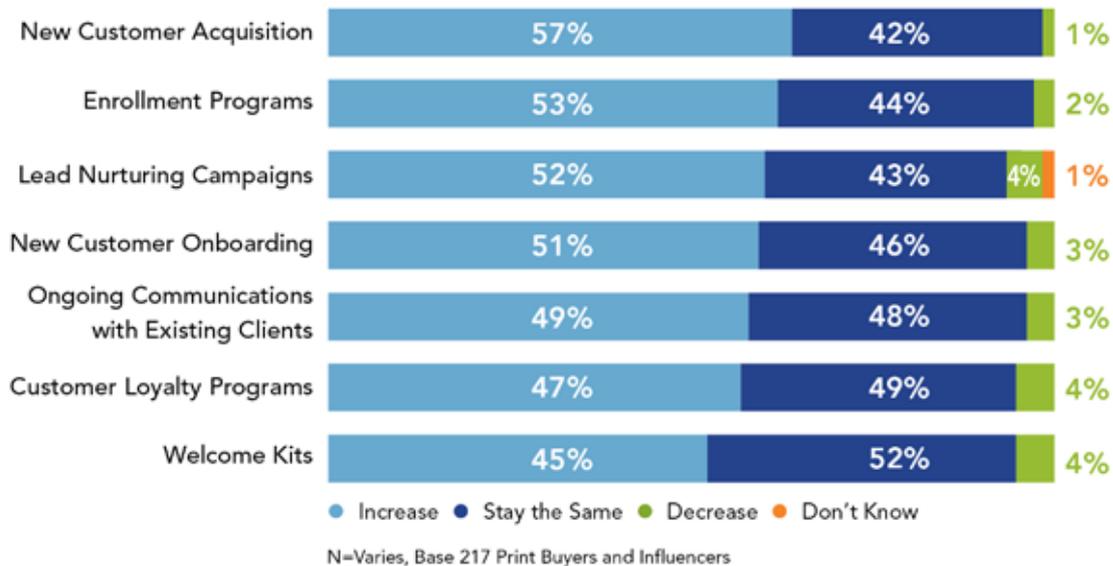
More experienced buyers report a higher incidence of using tools to measure print's effectiveness. The top response across all experience levels was customer feedback (62%). Response rate (51%) and rate of action taken (45%) rounded out the top three metrics used.

While print in the form of direct mail marketing tends to get the most visibility and budget, other printed

## Which of the following customer communication outreach/campaigns do you support with multichannel communications that include print?



## Do you expect your use of PRINT in multichannel campaigns you currently execute to increase, stay the same or decrease?



materials essential to conducting business may be less noticeable but no less hardworking.

These include instruction manuals, sales sheets, menus, training guides, tent cards, annual reports, product warranties, parts lists and more that you can rely on to carry your messages to customers, prospects and employees.

Every business or organization has a need for the office basics like letterhead, envelopes, invoices and company policies and procedures documents. Most also require printed materials specific to an industry, sales process, service specialty or training program.

Flexibility in today's printing technology means there are many efficient and affordable ways to easily adjust for those materials that are meant to have a short life and those that can – and should – last much longer.

For instance, if you anticipate repeated use, request water-resistant paper or, better yet, lamination to protect the printed pages from tears, moisture and grime. When only occasional duty is expected, lightweight paper stock is usually the most budget-friendly solution. And be sure to think about functionality. A fold-over notecard, for example, is best left uncoated on the inside so the surface remains writable.

Coil, spiral or perfect binding? Materials such as directories and instruction guides often need to open and stay flat while on a table top for repeated referencing. In contrast, many printed pieces may not need to open flat and would instead benefit from a flat spine. This enables a quick scan of the spine if it's wide enough on which to print the document's title and allows for neat shelving for storage and quick retrieval.

For the former, ask for stay-open binding options like coil, ringlet or spiral. In other applications, perfect binding – which employs an adhesive to hold the pages together and produces a flat spine – is the preferred way to go.

If the materials will be used often as a reference, it's hard to beat the convenience afforded by tabs which enable readers to quickly open a presentation to a particular topic of interest. Other materials are readily organized with a printed index up front.

Always consider your audience when producing printed materials. Sales brochures, presentation folders and other items that support a prestigious brand or enhance a professional reputation call for higher-quality paper stock. In contrast, many everyday manuals, guides and price lists are prime candidates for lighter-weight, economical paper choices.

# *Welcome everyone back* WITH CONFIDENCE!

CHOOSING THE RIGHT SIGN AND MAIL OPTIONS FOR YOUR BUSINESS



**A**s more employees and customers begin returning to your office, warehouse or development, it's important to have a safe, positive and productive environment prepared for them. From special promotional kits highlighting a grand reopening, to updated signs and graphics, use this time as an opportunity to reinforce a strong relationship with both your staff and your clients.

Remember: just because something is clean and safe, that doesn't mean it has to feel sterile or cold. Use your marketing tools wisely to create a warm, inviting environment for staff and customers alike.

### SMART SIGNS FOR A SPECIAL REBOUND

Chances are, the flow of foot traffic around your building or campus needs to be updated and managed to maintain social distancing for the foreseeable future. With



durable and attractive hallway and floor graphics, you can easily direct both your staff and your visitors where they need to go. Use long-lasting floor graphics to guide people through your space, or choose a moveable option

(like an A-frame sign) for when you need to update your traffic patterns on the fly.

Do you need to highlight how your business or office is reopening after a long layoff? Celebrate the incredible work your staff has done during these challenging times and welcome back employees and customers alike with vibrant window graphics. Exterior window decals can give your building a fresh look, vinyl murals can add a decorative flair to your brand, and static clings are easily relocated for when you need to quickly change your messaging.



The way your business handles deliveries may have changed, or perhaps you're offering curbside pickup as a permanent option for your customers post-pandemic. Make sure people know where to go once they reach your building, no matter what their purpose is for being there. Permanent installations, like metal signs, are a long-lasting option. If you want more flexibility, consider a moveable option like feather banners or sidewalk signs.

### MARK THE OCCASION WITH DIRECT MAIL

Highlighting how your business or organization is rebounding is a great way to make use of direct mail options. When you need to announce a return to normal business hours, a new and improved product lineup, or an expansion of pickup options for your customers, it's important that your community knows of these changes.



Take advantage of direct mail programs to make sure your brand's message gets into the hands of your customer base! A single-touch option might be the right move for simply communicating updated or expanded operating hours, but consider going further and taking a multi-touch approach instead. The last year has been unpredictable for just about everyone, so don't run the risk of your brand going unnoticed. A multi-touch direct mail campaign could do wonders to help your business rebound by announcing a grand reopening, then following up with special offers or sales.

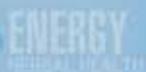
No matter how you're getting back to business in the "new normal," it's key that your marketing remains on point. Use these tips to get started and follow up with us for more brainstorming tips on how your organization can come out of this crisis refreshed and ready for business. »

Allegra businesses are independently owned and operated.



**76%**

of people polled said the quality and graphics of the print is what captures their attention, especially within younger generations.\*



Talk to our team about the different options we have to upgrade the texture and impact of your marketing pieces. See us for:

- Brochures
- Newsletters
- Flyers
- Postcards
- Envelopes
- Letters
- Labels
- Calendars
- Folders
- And more!

**CONTACT US TODAY!**