



December 2010

PRINTtips



Graphics

Printing

Mailing

Under One Roof

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Integrating Print Into Your Marketing Mix

A few months ago in this newsletter we introduced you to the power of combining traditional direct mail marketing with web-based communication, and provided supporting research for the concept. Since then, new research has been published, providing even more evidence for the idea that print remains a viable and valuable part of any marketing campaign.

FedEx Office, in conjunction with the Ketchum Global Research Network and Braun Research, conducted the third annual *Sign of the Times* small business survey in spring 2010. The survey respondents were small business owners employing 5 to 100 employees and whose companies generate over \$100,000 in annual revenue; over 500 interviews were completed. Survey results include:

- 87% of survey respondents indicated that printed marketing and advertising tools are somewhat to very effective in driving customers to their businesses.
- 57% of owners aged 18-34 believe in the power of flyers and brochures – more than their older counterparts (47%).

In addition, 44% of respondents said they plan to increase communication with existing and potential customers via a printed piece – a newsletter or direct mail.

How to use print for marketing

As people increasingly use the Internet to conduct research on products, services, and the businesses that provide them, it becomes



very important to be sure that your business or organization is included in the search. Search engine optimization applied to a company's web site helps raise the organic ranking, increasing the possibility that the site will be listed on the first page.

Another way to encourage customers and prospects to include you in their research is to send a direct mail piece that invites them to your web site. Many kinds of direct mail pieces can be sent; catalogs consistently are named by recipients as a reason for visiting a web site.

Post cards are another effective way to invite people to a web site. For overall value, we like using post cards as a direct mail piece. They don't require opening for the recipient to view the message. A post card that keeps the mailing panel to a minimum allows for attention-getting design and instant impact of the most important message. A small post card (i.e., no larger than 4x6

Integrating Print Into Your Marketing Mix (continued)

“Post cards are also more cost effective than an enveloped mailing...”

“75% of respondents said they were most likely to pay attention to and act on direct mail sent to the home...”

inches) can be mailed at the first class card rate which is a lower postage rate than standard mail, has delivery priority, and comes with free address correction services.

Post cards are also more cost effective than an enveloped mailing, both because there are fewer pieces to print and no inserting or sealing requirements. Full color printing on both sides of a post card is now affordable and may even be less than single- or two-color printing on an enveloped mailing.

For certain industries, including a personalized URL (PURL) on a post card can be an effective way to get people to visit a web site and provide information. In a 2009 study conducted by Dr. Marnie Brown of the University of California, Irvine, these industries were identified as having the top visit rates (*i.e.*, the number of recipients who visited the PURL sent to them) and response rates (*i.e.*, submitted information upon visiting the PURL): insurance, manufacturing, retail, and not-for-profit.

If you have marketing reasons for using an enveloped mail piece, consider the results of two research studies about envelopes. A 2006 study commissioned by the Envelope Manufacturers Association and conducted by GolinHarris in collaboration with Insight Express tested perceptions of direct mail and mailed envelopes among 1800 American adult consumers. Here are a few of the findings:

- 75% of respondents said they were most likely to pay attention to and act on direct mail sent to the home – over three times more than unsolicited e-mail, online banner or pop-up ads, sales calls to the home, and text messages combined.
- Respondents favored direct mail sent in envelopes (41%) compared to post cards or self-mailers (16%).
- When receiving an envelope in the mail containing marketing, advertising, or promotional material, respondents said they

“always or usually” open the envelope if they believe the contents might be interesting (66%), might be of personal value to them (61%), or can clearly identify the purpose or sender (59%).

A study conducted by Clinton Amos, Ph.D. of the University of North Texas and Audhesh Paswan, Ph.D. of the University of Mississippi tested recipient feelings toward teaser copy on the outside of envelopes and the envelope appearance. Six types of envelope message and three envelope characteristics were studied.

The six envelope messages were importance (characterized by “confidential” or “first notice”); urgency (offer expires soon); price incentive (no fees, are you paying too much); non-price incentive (sweepstakes, coupon inside); exclusiveness (preferred customers only, special offer); and gratitude (thank you, we appreciate your business). The three variations on envelope appearance were personalized (handwritten name and address, a live stamp, and return address from an individual); official (creating a feeling of something important and non-trivial); and standardized (addressed to the recipient in an impersonal way). Here are the findings:

- Only three envelope messages were associated with the intention to open the envelope: importance, gratitude and non-price incentive.
- All three envelope characteristics were shown to have positive effects on the intention by recipients to open the envelope.

Using print is environmentally sound

Despite the proven benefits of using print, some business owners and organization top managers have cut back or discontinued print, believing print to be detrimental to the environment and inconsistent with a commitment to “going green”. We believe there is a lot of evidence to indicate otherwise, and that you don’t need to deny your business or organization the benefits of print.

- *E-marketing is not environmentally neutral.* Energy is required to power computers, and mobile

Integrating Print Into Your Marketing Mix (continued)

digital devices powered by batteries create toxic e-waste.

- *Paper is a renewable resource.* Trees used for paper come from forests owned by paper manufacturers and grown for papermaking. Paper manufacturers plant over 4 million new trees each year – more than are harvested.
- *Paper used for printing can be reused, recycled or converted to other paper products such as packaging materials.*

Integrate print into your marketing plan

Print continues to be an effective way to get information about products and services into the hands of customers and prospects. While you may control costs or save waste by cutting down on the quantity ordered and even the variety of printed material, it isn't wise to eliminate printing altogether. If you remain unsure about whether you can print and still be environmentally responsible, contact us for more details about the research we've cited. We'll be glad to provide additional information.

“Paper manufacturers plant over 4 million new trees each year...”

Paper Making and Cogeneration

Producing paper is an energy-intensive activity accounting for up to 25% of the cost of manufacturing. As environmental awareness has increased, the paper industry has an added incentive besides cost reduction to become energy-efficient.

The pulp and paper industry is the single largest producer and user of biomass fuels. Wood residue, residue from forestry operations, bark, black liquor (a byproduct of the papermaking process) and production residue are examples of

biofuel used by the paper industry. About 50% of the total energy consumption of the pulp and paper industry comes from carbon dioxide-neutral biomass fuels.

The pulp and paper industry also uses *cogeneration* to conserve energy. Cogeneration, sometimes called *combined heat and power (CHP)*, is the process of generating both electricity and useful heat from the waste energy of the papermaking process. Cogeneration is one of the most common forms of energy recycling.



“The pulp and paper industry also uses cogeneration to conserve energy.”



Is the paper industry sustainable?



Forests are one of the few large-scale industrial systems that are both sustainable and a contributor to removing carbon dioxide from the atmosphere. Growing forests absorb carbon dioxide from the atmosphere and through photosynthesis, convert it into a woody biomass of carbohydrates that

remains stored in paper and wood products. A cubic meter of wood contains 210 kilos of atmospheric carbon.

Young, vigorously growing forests are more efficient at storing carbon than old forests because gross carbon storage eventually reaches a ceiling. After that, the amount stored is equal to the amount liberated in decomposition. Carbon bound in trees does not disappear once a tree is harvested, but continues to be stored until decomposition takes place.

Wood and paper are a renewable resource. The carbon cycle based on photosynthesis makes growing trees a natural cycle that benefits both climate and the environment.

“Young, vigorously growing forests are more efficient at storing carbon than old forests...”

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QRack The Code...



Scan the QR code above with your mobile phone to sign up for our “QRack The Code” workshop, or visit: QRackTheCode.com

QR codes are hardly a secret. There’s no need to crack them. In fact, they have been commonplace in industries across Japan since they were created there in 1994. They are also widely popular in Europe. Now it’s time for us to share these codes profit potential with our customers.

How They Work

A QR code is essentially a print-based hyperlink. Let’s say a printed direct mail piece contains a QR code. By aiming a mobile phone or other camera-enabled mobile device with QR code decoding software at the QR code, the recipient is directed to a URL.

A QR code can also contain a phone number, a SMS message, vCard data, or just plain alphanumeric text. QR codes add an effective

interactive component to any marketing strategy.

Here are a few ways your customers and their customers can benefit from using QR codes:

- **Billing Statements:** Add QR codes to statements for data collection or payment.
- **Dial an embedded phone number.**
- **Videos:** A user is directed to view one.
- **Social Media:** A printed piece also becomes an instant link to social media pages.
- **Print Ads:** Track print ads effectiveness.

SAVE THE DATE

**QRack The Code... Discover
the Wonder of Print-Based Hyperlinks**

**December 14, 2010
11:00 a.m. - 2:00 p.m.**

Cincinnati Chamber of Commerce