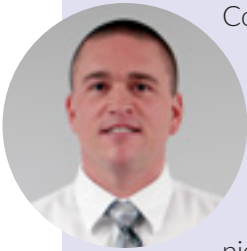## FROM THE LEADERSHIP TEAM

Consumers are encountering more marketing touch points today than ever before. Print is a valuable component of many companies' marketing campaigns in client engagement.

However digital touchpoints are quickly becoming a valued path for customers to find and validate product and service purchases. Whether digital touchpoints alone, or in conjunction with print, more touchpoints for consumers are critical for them to reach the buying decision.

One example of the importance of touchpoints is that in recent years we have seen a resurgence in print catalogs. The catalog plays a crucial role in driving interest online. It's an effective way to create interest and urgency. *(See related article on next page.)*

A good balance between digital and print channels is crucial in a solid marketing and communication plan. In addition to supplying all of your print marketing needs, McClung Companies can also develop and manage all of your digital marketing touchpoints through our Immerge Technologies web division.

Adam Monk
Director of Technology

4 DESIGN MISTAKES TO AVOID

Graphic design is one of the great creative arts, and the possibilities of print and online layouts are limitless. But even the best graphic designers need to be reminded of simple design truths, too. **Here are four design truths that every designer should know.**

1. LIMIT YOUR FONTS.

Today's layout software gives you seemingly unlimited options in font choices. But as in most things, just because you can doesn't mean you should. Most experts use the rule of thumb of a maximum of three fonts per layout.

2. DON'T OVER-KERN OR OVER-TRACK.

Tracking and kerning allow you to adjust the spaces between letters and words in a paragraph. This can be a convenient way to pull up widows and orphans and fix awkward line breaks, but use these techniques sparingly. If done right, adjustments shouldn't be noticeable. You don't want to end up with words that look like they've been slammed between two concrete blocks or stretched like salt water taffy.

3. USE VECTOR FORMAT FOR GRAPHICS.

Save graphics in vector format, especially if you will be enlarging them. Digital images are made up of millions of pixels. If you enlarge graphics too much, they will become pixelated. Vector format allows you to adjust sizing without losing crispness. No matter what channel you use—print, email, mobile, online—your graphics should look great.

4. DON'T BE DENSE!

It's easy to change long, dense copy into something that's more readable — without changing a single word. Break paragraphs more than six lines long into two or three shorter ones. Use a second color to highlight the call-to-action or pull quote.

Graphic design is an art, not a science, but these simple steps will ensure that your print, email, and online designs look clean and professional every time.

Taking Aim

Print Catalogs Make a (Targeted) Comeback

They're back! Print catalogs are making a comeback. Familiar names like J. C. Penney, Bloomingdales, Nordstrom, and Saks Fifth Avenue that once eliminated their print catalogs are bringing them back in the form of more targeted, specialized versions— and for good reason. Consumers love them.

We see this anecdotally, but we see it in new research as well. In its study "Direct Marketing Production Printing & Value-Added Services: A Strategy for Growth," InfoTrends found that . . .

1. 64% of consumers "regularly" or "almost always" read printed catalogs

2. 74% of consumers like catalogs and consider them useful tools to learn about products

3. 90% of consumers use catalogs to learn and get ideas about things that interest them

4. Consumers spend an average of 8.1 minutes reading a catalog

5. 62% of consumers who receive catalogs made a purchase within the past three months that was influenced by the catalog.

It's not just consumers who love catalogs. Increasingly, marketers, including those who once eliminated print for e-catalogs only, are finding they can't live without them.

In an interview on MSNBC, Paul Trible, cofounder and CEO of Ledbury, a manufacturer of high-end, luxury shirts, noted that customers they acquire via catalog buy 1.5 times more than e-commerce customers they acquire online.

Nordstrom found that customers with a multichannel relationship with the brand spend 4 times as much as those who are online only. In fact, 20% of the website's first-time customers place their orders as a result of having received a print catalog in the mail. Not only this, but they spend one and 1.5 times more than new shoppers who didn't.

Print-to-mobile technologies like QR Codes are becoming a critical part of the mix, as well. According to the InfoTrends study, 23% of consumers who received catalogs with QR Codes have scanned these codes, including 34% of Millennials (those between the ages of 25 to 34), the highest percentage of any age group.

Even if you don't use printed catalogs, the lesson for print is clear. There is something about print, whether direct mail, catalog, or marketing collateral, that compels interaction with the brand in ways that digital alone cannot.

This article drawn from coverage of InfoTrends' "What-TheyThink" study.

Top 8 services McClung provides

Offset & Digital Printing: From high-speed black & white to a 29" calibrated full-color press sheet, you probably figured we do this exceptionally well.

Graphic Design: With 75 years combined experience, we will design a piece that makes your eyes pop!

Fulfillment Systems: Can't find your brochure in your storage room? Let us handle all your collateral. We give you secure 24/7 online access and ship same day.

Mailing: Give your tongue a break from licking all those envelopes. We'll stuff and mail your appeal (and clean up your list as well!).

Wide Format & Signage: Give your business more visibility with a new sign or banners throughout your building.

Digital Marketing: Enhance your letter with variable data, graphics and personal URLs to ensure a great response!
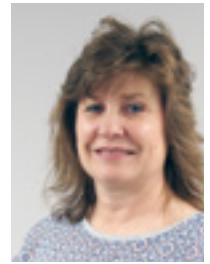
Training: Want to sharpen your "unsharp mask" Photoshop skills? On location or offsite, we offer training in the leading design applications.

Website Development: Does your site look like it was created in 1999? We can give you a mobile-friendly, SEO-enhanced site that's sharp-looking to boot!

Tom says, "Did you know McClung can do all this?"
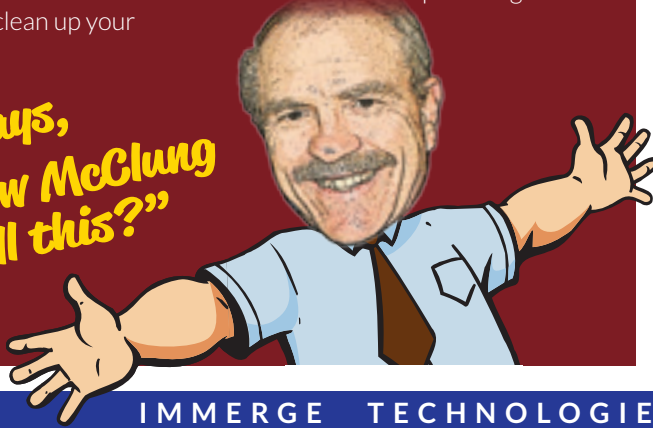
Satterwhite receives award

Lisa Satterwhite

Lisa Satterwhite was recently chosen Employee of the Quarter at McClung Companies. Satterwhite is a customer service representative.

"Lisa fully deserves this quarterly recognition from her co-workers," noted Chip Bell, Sales & Office Coordinator. "She consistently exceeds our customer's expectations through her actions and is exceptionally dedicated to servicing her customers."

Satterwhite has worked seven year at McClung and lives in Fishersville.

IMMERGE TECHNOLOGIES

Adobe Flash finally blocked by Google Chrome

In April 2010 Steve Jobs predicted the end of Adobe's Flash plugin on both mobile and desktop computers stating that, "New open standards created in the mobile era, such as HTML5, will win."

Six years later Google has announced that its Chrome browser will begin blocking the majority of the web's Flash content — more than 90%— in September. By December, the browser will make Flash's replacement, HTML5 (a markup language for displaying media on web pages) its default. Sites that support only Flash will require a person's permission to run.

The change is intended to continue spurring use of HTML5 and to make the user experience more consistent on all platforms that utilize a web browser. The move does come with the backing of the makers of Flash (Adobe), bringing greater security to the Web and also a significant reduction on battery and memory usage.

Only 10 sites will have Flash enabled by default, to avoid annoying people with too many prompts. Those include YouTube, Facebook, Yahoo, Twitch and Amazon. They will only have a one-year exemption.

If websites that you visit are affected, you can still turn Flash back on, but this will no longer be the default behavior. You will need to go to privacy and content settings to find an option called "let me choose when to run plugin content." You will then have to approve on a page-by-page basis where to enable it.

Does your site still use Flash? Call us today to see how Immerge Technologies can help you to transition away from Flash. Call William Roy at (540) 221-0200.

Most of the Immerge team at their June 23 open house:

(clockwise from bottom): William & Ethan Roy, Courtney Rogers, Chris Beard, Tom Trevillian, Adam Monk, James Carter, Joanna Bergdoll and Kari-Lynn Henkel.

FALL TRAINING SCHEDULE

InDesign*................................ Oct 14, 1-4:30pm

Photoshop* .... Oct 21, 1-4:30pm

5 steps every small-medium sized business should take in local SEO (webinar)
Nov 3, 1:30-2:30pm

Register today! Seats fill up quickly.
*Classes held at McClung's Waynesboro location.

MCCLUNGTRAINING.INFO

Mailing tips

1. Ask for an NCOA report, so you can get a person's new address and analyze the codes for each address change. (When we NCOA your address list, it corrects a person's address who has moved.)

2. Leave a clear area of 4x1¾" for addressing and bar codes.

3. You need a return address on your mailer if you use the First Class Presort indicia.

4. If an envelope is place inside a newsletter that is mailed on a pre-sorted indicia, that envelope needs IMB and FIM codes.

5. "Every Door Direct Mail" (EDDM) is an economical way to send a flat piece to everyone in a city or neighborhood. Ask us about it!

Time is running out to order your 2017 calendar for your customers. We offer a variety of styles! Call me today & we'll get it in the works.

Adam Monk   540-941-7718
adamm@mcclungco.com

M c Q U I Z

Hello!

In what year did Sears publish its first Christmas Catalog?

Email answers to mcmarket@mcclungco.com by October 31. Be sure to include your name and phone number. One name will be chosen from all entries and will receive a cool gift card!

Congratulations to Maegan Moore, UVA Dean's Office, for winning last issue's McQuiz contest. She got a $25 gift card! The big world event of 1946 that she mentioned was the first meeting of the United Nations. Much less known, she added, but certainly significant was the release of one of the greatest classic films "It's a Wonderful Life."

A 30-year-old Mac

I recently turned on my 30-year-old Macintosh 512ke computer. It booted up just fine and I loaded an old page layout program called MacPublisher. I first used it to design the *Weather Vane*, Eastern Mennonite University's student newspaper, in 1986. Hard to imagine designing a newspaper on such a tiny screen!
—*Paul Groff*

Take home a Macintosh.
No purchase necessary

hello

Test drive a Macintosh.