McGraphics TIPS & MARKETING

McClung Companies ■ An Employee-Owned Company ■ Spring 2018

At Immerge, we spend our days inundated in technology, using code and high technical skill to produce beautiful and functioning websites and promote companies online. Because our industry changes on a monthly basis, each team member spends time each month reading about trends and updating their skills, but as a team, we meet weekly to expand our communication skills. Experience has taught us that while our technical skills are imperative for our work, our communication skills are just as important. The unique talent of our staff is that they possess high technical skill AND great "people" skills.

Google, who in our industry, sets all the rules, corroborates this theory. In a study, Google reviewed 15 years of its own hiring data to find the top characteristics of its most successful employees. Surprisingly, STEM (science, technology, engineering, and math skills) came in last of the list of top eight skills. The top seven included good communication and listening, empathy and support, critical thinking and problem solving, making connections, and insight.

While our portfolio is impressive, we find that the projects that prove to be most effective are ones where we have formed a successful partnership with our clients. Success comes organically when we communicate effectively with our clients and are able to solve their needs through technology.

Joanna Bergdoll

Joanna Bergdoll
Immerge, Director of Operations

Reach Your Target Destination

Does your data answer the right questions?

Whether it's through direct mail or email, in-store signage, or highway billboards, the most effective marketing is tailored to your target audience. Recently, HubSpot put together a list of questions that will help you target your messaging with laser focus. Let's look at seven of them.

1. Am I targeting the right audience?
Target audiences can shift and change. Your target audience might be different from what it once was. One national motorcycle brand, for example, recently discovered that its fastest growing customer segment was now younger and more highly educated than its older, more traditionally blue-collar customer base in the past. This allowed the company to reframe its messaging to reflect the changing face of its riders.

2. What defines this audience?
This is where audience profiling comes in. What are their ages? Household income? Level of education? What do they look like demographically? Behaviorally? Psychographically?

3. What matters to them?
What life stage are your customers in? Are they new college graduates? New parents? Older adults starting to think seriously about retirement? Insight from third-party data such as magazine subscriptions, nonprofit donation history, and credit card purchase history can be very helpful here.

4. What motivates them?
Once you create profiles of your target audiences, you can build deeper understanding around what motivates them to buy. New college graduates, for example, are facing pressures to excel at their jobs. This translates into messaging that reflects confidence, status, and success.

5. Where and when can we reach them?
How is your target audience interacting with you? What channels do they use most? Are you more likely to get them to pay attention if you follow up your direct mailer with email or a retargeting ad on Facebook?

6. What are their perceptions of your brand?
Is your brand already well known in the marketplace? Is it an up-and-comer? How can you use this to refine your messaging? Think about AARP. The organization knew that its target audience is working longer, more active, and living longer, healthier lives than in the past. To attract new members, it needed to reinvent its brand—and the "You Don't Know 'aarp'" campaign was born.

7. What does their purchase journey look like?
Different messaging resonates differently at different stages of a customer journey. Direct mail may draw people into the sales funnel and a retargeted ad may re-engage them if they don't make a purchase right away. A follow-up email or printed collateral may seal the deal.

These are just some of the questions you will need to create a powerful marketing campaign. How many are you asking?

COUPONS TAKE OFF

5 reasons to add mobile coupons to your print marketing

Consumers love a deal—and they love coupons. Printed coupons are powerful tools for driving people to brick-and-mortar stores, and as retailers expand their ability to scan and redeem mobile coupons, adding a mobile option just makes sense. QR Codes are a perfect way to add mobile coupons to everything from direct mail to in-store signage and outdoor displays. Here are five reasons you should give mobile couponing a try.

1. Mobile couponing is skyrocketing.

Mobile and online coupon redemption values are skyrocketing. According to "Coupons: 3 New Technologies Set to Energise Loyalty" (Juniper Research), QR Codes are growing as part of this trend. Juniper forecasts 1.7 billion coupons to be redeemed via QR Codes in 2018, rising to 5.3 billion by 2022.

2. QR Codes are inexpensive and easy.

You can create QR Codes with a few clicks using a free online QR Code generator, or if you want more sophisticated tracking and design options, you can use a professional-level tool. Once you have created your codes, simply add them to your print materials by inserting them like any other image.

3. QR Codes facilitate tracking.

Because QR Codes take customers online, you can easily track the effectiveness of your offers by seeing who is accessing your coupons and how many times. If you use a professional version, you can track actual redemptions, set redemption levels, and offer additional features like social media sharing.

4. QR Codes provide greater exposure.

Because QR Codes can be added to everything from direct mail to in-store displays and bus stop posters, this multiplies your opportunity to get your offer seen. Coupons are not limited to channels that require delivery of a physical piece of paper.

5. Apple's iOS 11 natively supports QR Codes.

One of the early drawbacks to QR Codes was that iPhone and iPad users had to download a QR Code reader in order to scan them. With Apple now allowing customers to read QR Codes natively (directly from their cameras without requiring a special reader), mobile couponing becomes that much easier.

Want to jump into mobile couponing using QR Codes? It's easier than you might think!

McClung captures Printing Awards

The McClung Companies received three awards at the 2018 "Excellence in Print" Awards Gala held March 29 in Greenbelt, Maryland. The event was hosted by the Printing and Graphics Association Mid Atlantic, the printing trade association of Maryland, DC, Virginia and southern Pennsylvania.

"We are thrilled with our awards," said McClung President Adam Monk. "They are a tribute to our employees, who do prize-winning work in all phases of our operation."

McClung received two "Awards of Excellence" and a special award for "Best Use of Color." McClung's winning pieces were chosen from hundreds of pieces entered in the contest. An independent panel of experts selected the very best work based on qualities such as precision of color reproduction, use of design and degree of difficulty. Awards are divided by the media type and process, as well as the type of press on which the item was created.

This was the 14th year of the annual competition sponsored by PGAMA, the top professional printing association in the region.

IMMERGE — THE WEB AND DIGITAL MARKETING DIVISION OF McCLUNG COMPANIES

The Story of Our New Brand

Since the acquisition of Immerge, McClung worked to make Immerge a cohesive division of the company despite the physical distance and difference of services. New clients didn't always understand the relationship between the two organizations and it had become clear it was time to redesign the trendy logo of Immerge to create a visual connection.

As with any creative process, the first place to start is the brainstorm. There were obvious changes that needed to be made but communicating who Immerge is and why we do what we do would be much harder.
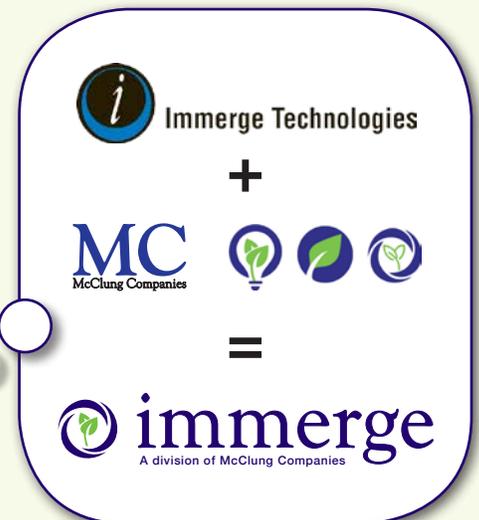
Immerge is dedicated to a partnership with our clients. Over the years we have developed relationships with our clients that exceed a one-time website. Whether we have helped a client emerge into the online world with a brand new website, improved search engine ranking, or reviewed online marketing plans to help clients branch out to new customers; it is our goal to be there for our clients every step of the way to help each organization grow. Our process is centered around that growth which means we are working with each client to identify a solution and adjust our strategies to meet those goals. It was important to us that our logo showcased that focus on growth.

Our brainstorming session developed these must-haves for the new logo:

- Match the signature purple of the MC logo of McClung

- Add living elements to symbolize Immerge's focus on client growth

- Add sophistication by adopting the MC logo font of McClung

- Symbolize the ever evolving process and service offering of Immerge to better serve clients

- Remove "Technologies" from the name as Immerge is so much more

The end result embraces Immerge's new culture as well as our parent company's existing brand. While the font is the same as the McClung logo, the use of lowercase letters embraces the youth of the Immerge division and distinguishes the McClung brand as the parent. To further explain the relationship to McClung, a tagline was added, "A division of McClung Companies" directly below the company name.

The biggest change by far is the icon to the left of the company name. The three purple shapes working together to form a circle around a lime green sprout emerging into view symbolize our evolving process focusing on client growth. Our new logo visually showcases our goal to create a partnership with our clients.

Employee awards

Carl Smith, bindery technician, won the highly coveted Edmond McCutcheon Award. The honor is presented annually to the McClung Employee of the Year to memorialize the loyalty and dedication of its namesake to the company. Established in 1995, the award is based on recommendations from fellow workers.

"Carl always has a can do attitude, which makes him such a great operator," noted JoAnne Estes, Bindery Coordinator. "Having a skilled operator like him in the bindery has broadened our team's vision. He is easy to work with and experienced on many machines."

Smith has worked seven years at McClung and lives in Waynesboro.

Carl Smith

Chris Pugh, mailing/digital operator, was recently chosen Employee of the Quarter at McClung Companies. Established in 1992, the award is based on recommendations from fellow workers and recognizes McClung employees who display extraordinary dedication to their jobs.

"Chris has really stepped up to the task and shown his skills," commented JoAnne Estes, Bindery Coordinator. "He also has great mechanical ability and is a jack of all trades."

Pugh has worked 13 years at McClung and lives in Lyndhurst.

Chris Pugh

facebook | Linked in | twitter | You Tube

McQUIZ Winner

Congratulations to Bill Eckman at National Legal Research Group, Inc. for getting the correct answer in last issue's McQuiz contest. He received a $25 gift card.

In Roman mythology, Cupid's mother was **Venus**, the goddess of love and beauty.

SPRING TRAINING

Preflight and File Preparation	May 11	1:00pm - 3:30pm
Adobe Illustrator CC 2018	May 18	1:00pm - 4:30pm
Adobe Photoshop CC 2018	May 25	1:00pm - 4:30pm
2018 Web Presence	June 1	10:00am - 11:30am
Adobe InDesign CC 2018	June 1	1:00pm - 4:30pm

Space is limited, so sign up today!   All classes will be held at McClung Companies in Waynesboro.