

FROM THE LEADERSHIP TEAM



Last year McClung Companies celebrated 70 years of service to Waynesboro and the surrounding areas. In that 70-year run, McClung

developed from a general commercial printer, into a full-service marketing and communications partner to the community. Providing print, bindery, design, fulfillment, promotional, and wide format on the print side, as well as a full array of web and digital marketing through the Immerge web division. McClung Company's longevity has allowed an incredible amount of diversity to develop organically, as well as through mergers and acquisitions, allowing us to serve our client's more fully.

The recent addition of Charlottesville Press to the McClung Companies, only furthers that process of diversification. The addition of Charlottesville Press both deepens our knowledge in the marketing services arena, and provides us greater presence and knowledge of the ever-growing Charlottesville market. Charlottesville Press's 109-years of experience, will provide an incredible wealth of knowledge and experience into the already diverse McClung Companies landscape.

Adam Monk
President

HOT SPOTS

Direct eye flow and grab reader attention—FAST!

Just as our eyes move left to right when we read a book or magazine, so our eyes predictably move from one place to another when we look at a piece of direct mail, a catalog page, or the outside of an envelope.

These places are called "hot spots." While most people may think of hot spots as public places to connect to Wi-Fi, in the design world, they are places on a printed or electronic communication where your eye goes first. Learning to direct that eye movement can reap huge benefits in your ability to grab attention and communicate your message.

You can create hot spots inside the text, too. This can be done using words that naturally draw the eye, such as **"YOU"** and **"FREE."** The recipient's eye will also be drawn to customer testimonials, strong calls to action, and opening sentences that use strong action verbs.

You have three seconds or less to grab your reader's attention. Make the most of them!

The Hot Spot Basics

1 Every marketing communication—print or electronic—has them.

This is true even for the simplest communications, such as order forms and buck slip inserts.

2 Some hot spots are innate. Certain hot spots exist regardless of format or design. These include the return address on the outer envelope, the greeting or salutation in any mailer (which is why personalizing the recipient's name is so effective), and the P.S. in a letter.

3 Some hot spots are created. If you want to draw the reader's eye, you can create your own hot spots using techniques such as subheads, bulleted lists, and borders.

4 Identify hot spots on the envelope. These include the return address, postage corner, front and back teaser copy, and the back flap.

5 Identify hot spots on the letter. These include the letterhead or masthead, greeting, first sentence, first and last paragraphs, signature and title, and P.S.

You can also create hot spots in the following ways:

- Underlining copy
- Indenting copy
- Creating bulleted lists
- Using bold face copy
- Handwriting in the margins

6 On a direct mail piece, you can also create hot spots by using the following:

- Images
- Headlines and subheads
- Unusual fonts/larger font sizes
- Background colors
- Borders and callouts

INFORMED DELIVERY

Informed Delivery, a new service from the United States Postal Service, is changing the way consumers interact with direct mail. How could it benefit you?

Informed Delivery is a free feature offered by the USPS that lets residential postal customers sign up to receive emailed images of their incoming mail. The USPS processing system already takes these images as part of its automated mail processes. Now they are being provided as a service to consumers.

To sign up, residential postal customers log onto InformedDelivery.USPS.com and register. Then they

receive an email each day with up to 10 black-and-white images of their incoming mail. If they get more than 10 pieces of mail,

they can click on a link to view the rest.

With Informed Delivery, marketers are also able to include links and

special offers directly related to the piece. For example, if a car dealership is sending a direct mailer promoting its “Deal Days,” it might also provide a link to enable the recipient to browse the dealer’s inventory or access a special offer, such as \$500 off for the first 100 customers.

The program started as a pilot in 2014 and was rolled out nationwide in April 2017. Already, more than two million postal customers have enrolled—and they love it. A USPS survey found that nine out of 10 people who have signed up check their Informed Delivery notifications every day.

Informed Delivery offers tremendous benefits to mailers:

Recipients know what’s coming in the mailbox whether they are home to pick it up or not.

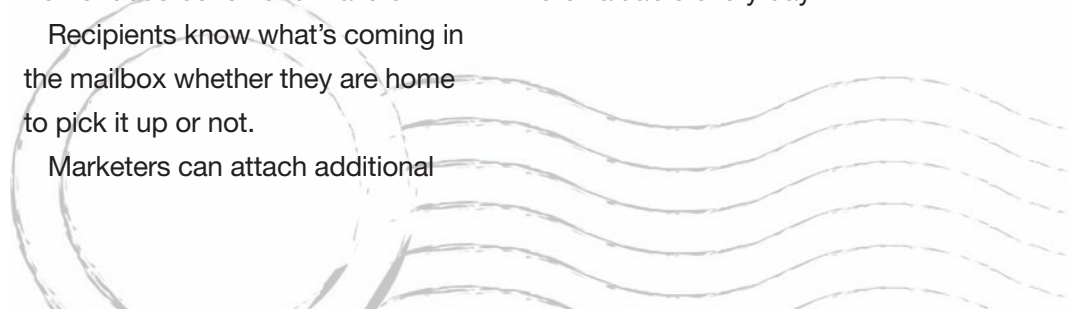
Marketers can attach additional

digital messaging, allowing customers to respond to mail even before it arrives.

It minimizes the risk of marketing messages being lost or delayed when someone other than the intended recipient picks up the mail.

Informed Delivery is only available for postal customers with a residential address. It is also available only for mail that is processed using automation.

Imagine the possibilities! Mail isn’t becoming obsolete. It’s becoming more valuable every day.



Charlottesville Press Joins Forces With McClung Companies

By joining forces, one of Charlottesville's highly-regarded printing companies has become part of an organization well-known for its leadership in technology, quality product and exceptional customer service. Rod S. Thomas, Director of Operations at Charlottesville Press, will continue as account executive for his clients at McClung. Rodney Thomas, President of Charlottesville Press, will be an advisor to the McClung leadership team.

"It's an honor to welcome Rod into the growing McClung family," noted Adam Monk, McClung President. "He has served our industry with integrity and skill, earning the respect of his customers and peers."

Rod Thomas added, "I am excited about being able to offer a wider range of services to my clients, while at the same time maintaining my personal and professional commitment to high quality printing and customer service."

Rod will service his clients out of McClung's facility in Waynesboro.



IMMERGE — THE WEB AND DIGITAL MARKETING DIVISION OF McCLUNG COMPANIES

Google Business Workshops provided by Immerge

In celebration of National Small Business Week, Immerge partnered with Google to host two free workshops focused on helping local businesses promote their business online on May, 5th 2017. Samuel Johnson, Digital Marketing Specialist, spoke about all of the various platforms and opportunities available online designed to grow businesses. After the presentations, the Immerge team walked all of the attendees through the process of claiming and verifying their Google My Business listing.

The **"Grow your Business Online"** workshop gave attendees an overview on how Google tools can help improve their presence online, including Google Webmaster Tools, Google Analytics, Google Adwords, and many more. Through the **"Get found on Google Search and Maps"** workshop, attendees got to learn how to set up Google My Business, a tool that helps manage how information is displayed on Google Search and Maps. Research shows that 97% of consumers use the web to find local goods



and services, yet only 37% of businesses have claimed a local business listing on a search engine. Having a searchable business is growing in importance, and businesses need to have a strong online presence if they want to stay competitive in the fast-paced world of digital marketing.

General feedback for the workshops were positive, as attendees responded that they were able to walk away with helpful tips on how to grow their online business.

"Great workshops today on utilizing Google Business! Learned some usable information for building my small business web presence"

"Participated in a business seminar for Google Business offerings."

Staff was very knowledgeable on the topic, and helped me to learn about free and subscription resources that I can use to grow my business and brand."

If you were unable to attend the workshops, but still want to learn more about these topics, contact William Roy, Immerge's Director of Digital Sales today at william@immergetech.com or (540) 221-0200 to get more information on how you can optimize your business' online presence.

*— James Carter
Director of Digital Marketing,
Immerge Technologies*



Monk named President of McClung Companies

McClung Companies, a full-service graphic communications company, has named Adam Monk as its new President. Mr. Monk had been serving as the company's Vice President of Operations.



Adam Monk

"I am very excited about Adam's opportunity to lead McClung Companies," noted Tom Trevillian, McClung Chairman. "Adam has been a successful entrepreneur for 12 years and gives us a seasoned pro who can focus on customer needs and deliver higher satisfaction levels. Adam had a successful stint with McClung after earning a degree in Print Management from West Virginia University Institute of Technology, and then started his own IT service business. His combined skill set of print and IT service fits our business model extremely well."

Trevillian added, "Since we are employee-owned we wanted someone who values team leadership. Adam has embraced this concept and is hard at work to improve our offerings and grow our company. I have served in leadership at McClung for 32 years, and I see the need for new energy and vision. I will continue as Chairman and oversee strategic development and help our leadership team wherever I am needed."

Mr. Monk has worked five years at McClung and lives in Churchville.



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M c Q U I Z

Dear friend, What is your favorite season of the year?

Email answers to mcmarket@mcclungco.com by August 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!

Tote-ally Summer!

Perfect for taking to the beach
or a summer outing!



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DRAWING HELD AUG. 31

People Are Moved by Color

Response time is **56%** faster
when messaging is printed in color.

Source: The Pantone Institute

