

## FROM THE LEADERSHIP TEAM



When we purchased Charles F. McClung, Printer from Lucille McClung in 1984, we were buying a company that had already been in business 38 years. It would be misleading to say we knew 32 years later we would still be here, but thanks to many people we are celebrating 72 years in 2018.

How did we survive and thrive for 32 more years; through 3 recessions, 6 presidents and 2 wars?

On our floor in 1984 there was a hot metal typesetter and a hand-fed press. Not one computer! Paste-up was by hand. It wasn't long before all that started to change.

It was fun to go from just print services to in-house mail and fulfillment departments. We added a design company and a website development company. The increase in capabilities were rewarded with more customers and more business.

Our focus has been to create a company that serviced the print and marketing needs of our customers. The one stop has allowed customers to save time and money and improve communications.

A new generation of McClung leaders are preparing for the future. One thing is for sure, change will be a big part of what we will encounter. We hope you will continue the journey with us.

Your Success is Important,

Tom Trevillian  
Chairman of the Board

## Building Trust with Print

### New Survey: Consumers still trust and prefer print

Digital marketing is everywhere, and it has its place. But a new survey finds that, even in today's digital world, consumers still prefer print for many types of communications.

The survey, commissioned by Two Sides and carried out by Toluna, was conducted in June 2017. It surveyed more than 10,700 consumers around the world.

The results reveal a strong preference for print when it comes to recreational reading, such as books and magazines. Nearly three-quarters (72%) of respondents say they prefer printed books, compared to only 9% preferring e-books.

Burdened by concerns about "fake news," consumers trust print more, too. More than three in four respondents (76%) are worried about the rise of "fake news," and only 24% trust the news stories they read on social media. Sixty-three percent believe reading news in print provides a deeper understanding of the story.

Consumers also have a negative perception of online advertising. More than two-thirds (68%) say they don't pay attention to online ads, and 62% find them annoying. More than half (57%) do their best to block or avoid them.

Even as companies try to shift their customers toward digital rather than printed statements, invoices, and other communications, 89% of consumers believe they should

have the right to choose whether they receive communications in printed or electronic form. They also overwhelmingly agree they should not be charged more when they choose paper.

What do consumers think of the "Go Green—Go Paperless" and "Save Trees" campaigns? They are suspicious of them. Nearly two-thirds (62%) believe that companies want them to switch from paper to digital to save money.

The Two Sides/Toluna survey also finds that paper is still perceived as being more secure and trustworthy than digital communications. Seventy-one percent of respondents believe that personal information held electronically is at risk of being hacked, stolen, lost, or damaged. Seventy-three percent keep paper copies of important documents at home for safety and security reasons.

Overall, the findings conclude that consumers trust, enjoy, and gain a deeper understanding of information read in print. They continue to show signs of digital fatigue, and concern about electronic information security and privacy remain top of mind.

The takeaway? Integrate digital into your marketing mix, but not at the expense of print.



# The Gathering Place

Create unique, personalized marketing by observing your customers where they hang out



If you want to see the ultimate in personalization, watch the marketing of online retailers. While not everything in the e-commerce world can be replicated in print, many successful techniques can be adapted.

One of the retailers open about sharing its secrets of success is Bow & Drape, a brand widely recognized for its ability to create unique, personalized experiences for its customers.

For example, Bow & Drape recently decided to launch a new customer acquisition campaign for pet lovers. Instead of buying a mailing list of people known to spend money on pets, it went to well-known pet bloggers and pet influencers instead. These influencers promoted Bow & Drape to their readers and pushed prospects into the retailer's website.

Once people reached the website, Bow & Drape cranked up the gravitational pull. First it captured purchase data, email addresses, and physical addresses.

Then it used co-marketing with complementary brands to expand its reach. Based on what it learned about its customers' preferences, it created "cohorts," or marketing segments, used to further personalize future contacts.

Bow & Drape tracked the results of these data-collection and personalization efforts. ROI ranged from 2.5 to 5.0, depending on the segment.

Much of the marketing was done by email, and click-through rates were outstanding.

Click-through rate*	Total click-through rate**
7.82%	8.22%
16.74%	17.29%

\*Percentage of people who clicked on one or more links in an email message.

\*\* Total number of clicks an email message's links received as a percentage of subscribers.

Bow & Drape also regularly looks for new ways to understand customer behavior and identify new customer segments. One of its recently targeted segments is male shoppers looking for the perfect

Valentine's Day gift. To draw these shoppers in, Bow & Drape created a series of quizzes and "how to" shopping guides designed to help them make the perfect selection. It then created campaigns specifically for this segment.

The payoff for such investments has been significant. Among the benefits, according to Bow & Drape:

- Increased ROI
- Increased customer loyalty
- Increased conversion rates
- Increased stickiness of the brand
- Higher levels of engagement
- Ability to showcase more inventory

## Marketing Lessons from Bow & Drape

Learn from this highly successful retailer. There is more than one way to find high-value prospects and to segment your customer base. Look for valuable "back door" ways to put fresh eyes on your inventory and to find creative ways to segment your database and identify new target segments. Then personalize, personalize, personalize!

It's not only profitable, it's fun!



# Meet the Immerge Team

*At Immerge, McClung's web and digital marketing division, we have 7 full-time staff. Get to know our staff and their role in our company's success.*

**1. Sam** has several years experience in digital marketing consultation. He uses this experience to grow and integrate our clients' online performance through a variety of online platforms. He manages our digital marketing projects and meets with clients to ensure our efforts align with their growth.

**2. William** provides prospective clients online solutions to succeed in the modern marketplace. He loves to find creative ways to combine technology and marketing for businesses ranging from the mom and pop stores to large corporations.

**3. Danny** started out as an intern but soon proved that he was a valuable asset to the Immerge team. He is a lifetime learner and enjoys working in a variety of platforms. His ability to learn quickly allows him to take part in developing new solutions.

**4. James** brings over ten years of experience in development and marketing to the Immerge team. He utilizes his experience to understand our clients needs and ensure the quality of our projects. James is also an Adwords Certified Individual and assists with search engine marketing.

**5. Kari-Lyn** has over 5 years experience in web development. She specializes in website design where she meets with customers during the design phase. Her goal is to create a user experience that your clientele will appreciate.

**6. Joanna** has over fifteen years of experience in the technology industry. Joanna works tirelessly to keep track of the future projects of Immerge, set company goals, and encourages each of us to reach our full potential.

**7. Courtney** brings 10 years of customer service experience to Immerge. She oversees the overall goals and deliverables of each project. She also provides website support and guidance to keep clients updated about web technology and online marketing practices.



*From left: Sam Johnson, William Roy, Danny Sims, James Carter, Kari-Lyn Henkel, Joanna Bergdoll and Courtney Rogers.*

## Estes receives third quarter award

**JoAnne Estes**, Bindery Coordinator, 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.



JoAnne Estes

“Joanne does an exceptional job everyday and she will be the first to say that it takes every employee in the plant to make it happen!” commented Sheila Southall, VP of Production. “She brings many years of experience and dedication to our portfolio of offerings, along with a high level of quality assurance”

Estes has worked 38 years at McClung and lives in Staunton.



- Digital and Offset Printing ▪ Digital Response Marketing
- Fulfillment and Warehousing ▪ Graphic Design ▪ Mailing Services
- Promotions and Apparel ▪ SEO/SEM/Digital Marketing ▪ Storefronts
- Web Development Services ▪ Wide Format and Signage

McGraphics Publisher: Adam Monk ▪ Editor: Kevin Bowles ▪ Photos: Josh Tooley



## It's a wireless world!

With over 75% of Americans now owning a smartphone wireless device, customers are needing wireless accessories.



To support this increasing digital world McClung Companies offers a technology category of promotional products that can be personalized to make an impact at any budget level.

- **Power Banks**
- **Wireless Headphones**
- **Custom USBs**
- **Stylus Pens**
- **Bluetooth Speakers**
- **Cell Phone Wallets**
- **Pop Sockets**
- **Wireless Chargers**
- **Bluetooth Headwear**
- **Phone Holders**



Andrea Coffman

For more information and a custom quote, contact Andrea Today!

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## M c Q U I Z

# Hello!

### Which Roman goddess was Cupid's mother?

Email answers to [mcmarket@mcclungco.com](mailto:mcmarket@mcclungco.com) by February 30. 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 Mitch Nozka at The Leadership Institute for winning last issues McQuiz contest. He got a \$25 gift card. Although many past Presidents had spared their Turkey's, it wasn't until President George H.W. Bush that the word "reprieve," or "pardon" was used.*

## Paper Is a Plus

76% of consumers prefer the "feel and handling" of paper over other types of media.



Source: Two Sides/Toluna