



PRECISION PERFECT...

INTEGRATED MARKETING SOLUTIONS

The Print Industry Transformation

Press, Publishing and Marketing Under One Roof



Strategy

The Power to Innovate

Since the invention of the Gutenberg printing press, man has been fascinated with the use of print and the "power of the press" to create a conduit for commerce to the masses. Recent successes in the print process including the introduction of high resolution images and specialized printing processes have added to that love affair. We are surrounded daily by masterpieces of print that illustrate

Few small business in the early stages of desktop publishing could affordably test the larger markets.

the achievements of modern printing, showcasing the ability to communicate to large audiences through print media. Print media makes it possible to amplify a business level of success when communicating to a large audience. The "power of the press" has been a time proven process that still resonates today.

The Cost to Participate

In the 1950's and beyond, the extent an individual or group could utilize the "power of the press" was largely determined by one's budget. Working with mass media required specialized knowledge and skills to develop the collateral used in publications. Breaking into the game was expensive and required the use of advertising agencies or marketing firms. Smaller businesses couldn't afford to take their products to the mass market without financial backing or years of strategic planning and success. Most market exposure in smaller businesses was relegated to local or regional markets.

Stepping up to the plate

In the late 1970's small business sees a big change with the introduction of desktop publishing. Overnight, the small business owner could not only develop his or her own marketing collateral, they could also develop marketing campaigns with greater control and precision. Unfortunately, most business owners had little experience doing either. Designing great print collateral became the common strategy for action. And with little or no access to marketing data, small businesses used the "push method" to generate business. Designing great print collateral and pushing the product using shoe leather and personality. What the customer saw was what the customer got. Feedback was minimal and a customers needs and desires took place at the point of contact. Information was rarely collected to get a snapshot of the bigger picture. Few small business in the early stages of desktop publishing could affordably test the larger markets.

"Entering" the Internet Era

The final piece finally arrives to save the day. Business now has a tool that can deliver the goods. Mass media, great design and deliverability to variable markets and all at a cost that is affordable. The "power of the press" has come full circle. With the internet, consumer and business has a channel of instant communication. The customer can communicate what they want and instantly business can provide the right product at the right time. The power of the internet coupled with print media is what we call Integrated Marketing. Let us tell you more about how Integrated Marketing can help your business.

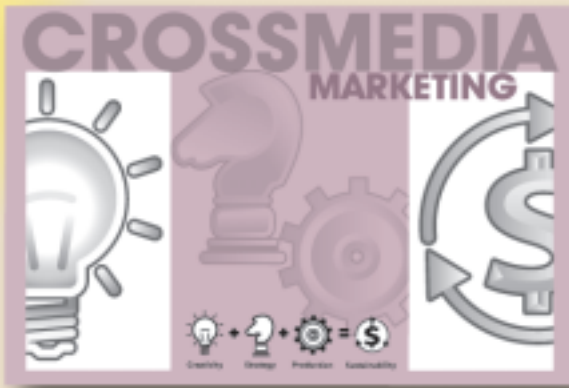
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Designing A Direct Mailer



The direct mail piece is still one of the best options available to begin the prospecting process when looking for new leads in a new or expanding market. A cross media campaign will often times start with a direct mailing to generate interest and drive potential customers to your website or a personalized landing page.

6" x 4" Direct Mailer Creative Primer



Center Image



Large Image

Small Text



Large Text

Small Image

Is Direct Mail Marketing Still Effective In This Internet Age?

From streetdirectory.com/etoday

If you are an advertiser, you may wonder if direct marketing is still effective in this internet age. Direct mail marketing involves sending information to a potential client and waiting for a response. Most of these mailers usually involve a coupon or discount of some sort. Does this still work?

The answer is "yes." And for many reasons. Direct mail marketing should never be discounted in favor for internet marketing. While a business should leave no stone unturned when it come to marketing, direct marketing is more effective than internet marketing.

One reason why direct mail marketing is still effective is that people tend to have a little more faith in what they get in the mail than what they see online. Despite the fact that over 80 percent of Americans are now connected to the internet, many people still shy away from doing their banking online, making online purchases or trusting any online marketing. This is partly due to the fact that online marketing is still relatively new, people generally are a bit wary of new things and they have heard horror stories of people being cheated online.

People trust the mail. When you send something through the mail, it better not be fraudulent. Mail fraud is a serious crime and can carry a prison sentence. This is one reason why direct mail marketing is still effect - people can trust it.

Another reason direct mail marketing is effective for advertiser is that customers can hold the coupon or mail product in their hands. It is tangible. They can look at it for a few moments and may even decide to hang it on their refrigerator for future use. Not everyone who wants to have their carpets cleaned wants to do so at that second. They are more inclined to call you than try to find a website, when the information that they need is right there.

Still another reason in favor of the effectiveness of direct mail marketing is that it is easy to understand. Many people still find surfing the web very confusing. They may not understand how to use a search engine properly. Even if they know how to search, it can be a while before they get the business they are looking for. With direct mail marketing, they have the product in front of them. There is no coupon for them to print out on paper and the information is right there for them.

Although the internet is good for marketing, do not discount direct mail marketing for businesses at all. People still make a habit of rifling through their mail. They like to look at coupons and also look for something to read. With direct mail marketing, you also have the potential to put an idea into their heads that they would not have otherwise looked for on the internet. Advertisers who are wondering if direct mail marketing is still effective in this internet age should know that it is not only effective, but looks like it will remain so in the years to come.



Production

Direct Mailer USPS Specifications

The first step of Integrated Marketing is to build the creative collateral. Many businesses chose to start the campaign development process by creating collateral they are familiar with, like direct mailers. We have included templates for you to use when developing collateral that complies with USPS postal regulations. Use this white paper document as a guide during your creative process. For other templates and guidelines visit the USPS Website - Business Mail 101 at the web address below.

Direct Mail on the Rise

Published from printinthemix.rit.edu

Twitter Analysis from the marketing consulting firm Winterberry Group, entitled "Outlook 2011 What to Expect in Direct & Digital Marketing," shows a positive outlook for direct channels in 2011.

Spending on direct mail is expected to increase 5.8% in 2011, to \$47 billion dollars. This surge is driven by a return to acquisition mail led by financial services, retail, and automotive, according to the report.

The direct marketing upswing is a continuation of the 2010 rebound in which direct mail spending rose 3.1% - after experiencing declines in 2007 (-1.4%), 2008 (-4.1%), and 2009 (-16.7%).

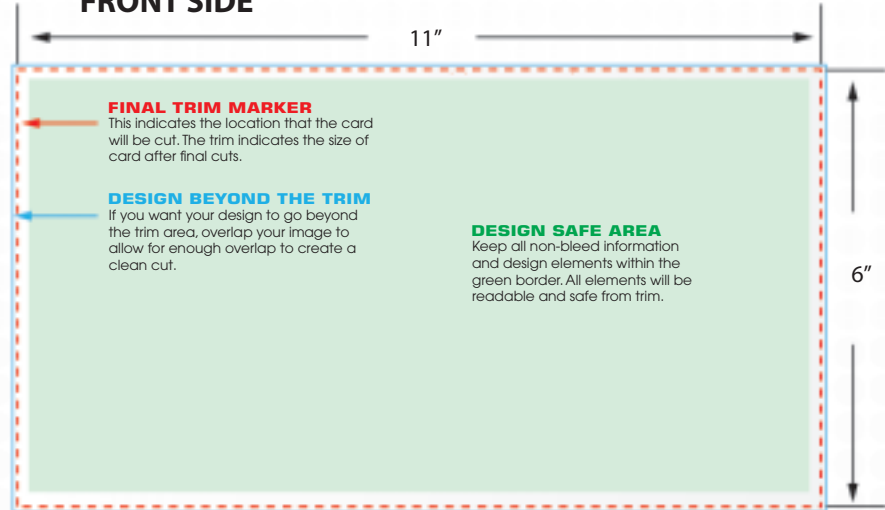
In addition to an increase in direct mail spend, direct response print advertising is expected to increase by 2.0% (\$15.3 billion) and insert media will see a very slight bump in spending from \$0.8 billion in 2010, to \$0.9 billion in 2011.

Source: Winterberry Group

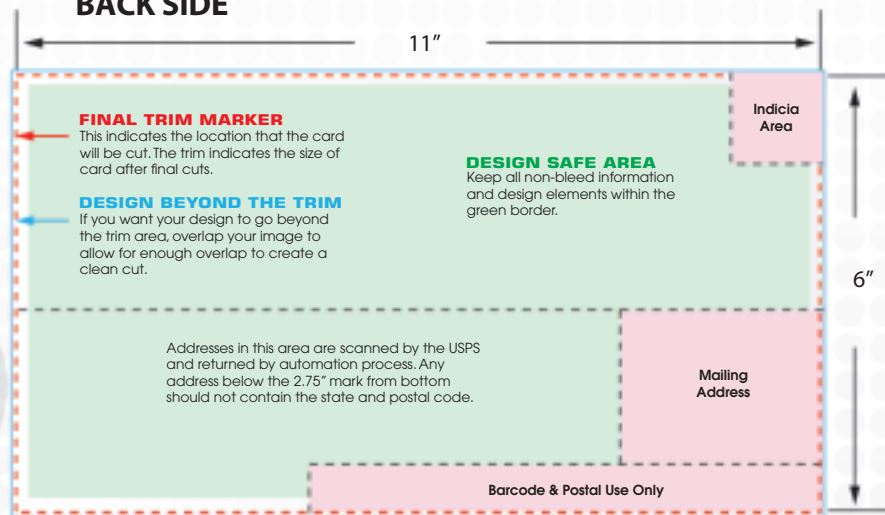
11" x 6" Direct Mailer Samples



FRONT SIDE



BACK SIDE



For More Information
Visit the USPS Website - Business Mail 101
<http://pe.usps.com/businessmail101/mailcharacteristics/cards>

UPCOMING EVENT

The *Magic* 93.1 Wedding Expo



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*Precision Printing - Your Perfect
Wedding Planning Resource*

January 27th, 2013

Noon to 4:00

Two-Rivers Plaza - Grand Junction CO

Holiday Closings

December
24-30

New Years Day
January 1st



**Holiday
Hours**



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