



PRECISION

PERFECT...

INTEGRATED MARKETING SOLUTIONS

The Commercial Printing Advantage

Using the "Power of Print" to Maximize Results

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Randy Greathouse
Owner
Precision Printing

The "Power of Print" denotes the power of distribution ... even now. In 2009, many larger magazines and newspapers announced to anyone listening that they would be going digital. However, the very next year, they changed their message and launched a multimillion-dollar ad campaign touting the "power of print." Why? "Because of the depth and lasting quality of print compared to the ephemeral nature of much of the internet's content" (Russell Adams and Shira Ovide, *The Wall Street Journal*, March 2010). One ad featured in May 2010 publications stated, "The Internet is fleeting. Magazines are immersive." Another ad featured Olympic swimmer Michel Phelps, along with the headline, "We surf the Internet. We swim in magazines." Today, just as these conglomerate newspapers and magazines have touted, many entrepreneurs and businesses are finding that the internet has not become the be-all, end-all for grabbing people's attention, and much of it is too costly for their start-up ventures. Instead, many have found that they can still tap into the power and capability of print to reach larger audiences with greater impact.

How is this still possible? Let us digress into a brief history lesson to help discover the answer. Traditionally in the latter half of the 20th century, marketing focused on the simple but powerful formula of the "Big 3": television, radio and print. Americans received all their

cultural and social information from these three sources, so advertisers focused their time there.

What happened to the "Big 3"? The problem seemed simple, but was actually more complex. With the development of computers and the internet, things changed; people were now focusing their time and resources to the computer. Simply put, marketing followed the consumer. Then, with the market contraction of the late 1990's (and forward) came confusion. As a result, many marketers stopped the presses or cut back. They had no choice but to abandon the time-honored methods of "Big 3," or risk going down with the ship.

Further internet development in the early 2000's then stimulated reach into all types of markets. Most advertisers believed this meant problem solved—out with the past and in with the new! The Internet is here to stay and business is booming worldwide; we can now have a worldwide reach without leaving our current business locations. Everyone began to explore the move to a fully digital world: magazines, newspapers,

(continued on page 3)



4-COLOR DIGITAL IMAGING PRESS

Ryobi 4-Color Offset

- Extreme Automation
- Small Environmental Footprint
- Waterless Printing
- Chemistry Free, On-Press Imaging
- Fast Runs, Minimal Waste
- Consistent Quality

Strategy

Production

Table of Contents

Commercial Printing Advantage	1
Business Marketing Tools	2
Products and Services	3
GJ Rockies Schedule	4



Growing During Economic Downturns

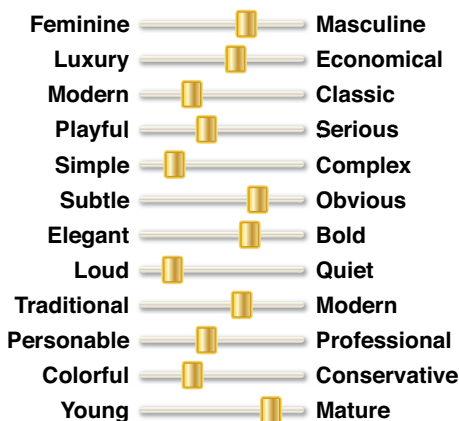
BUSINESS MARKETING TOOLS

Precision Printing can help you keep your marketing goals on track with our full staff of talented designers, state-of-the-art equipment, and understanding of marketing goals and objectives. Precision Printing can help you create market-winning strategy by partnering with you to develop spot-on campaigns, budget-friendly marketing strategies, and collateral that hits the mark without breaking the bank.

Creativity

Creativity is one of the first factors addressed when considering how to attract the attention of a potential customer. Attracting your target audience with good copy and graphic elements is important for both printed and electronic collateral—how well your content is designed speaks volumes to your overall understanding of the market and reflects the attention you pay to details in your own business.

Design for your Target Persona



Pulling together persona information such as that shown in the chart below can enable you to narrow down the style of design and make it easier to communicate your objectives:

LARGE FORMAT PRINTING & LAMINATING



Epson Stylus Printers
Photographic quality prints
UltraChromatic Inks
44" and 24" image width
2800 DPI


Strategy

There are seven categories used in promoting brand and product. The strategy chosen for your marketing mix will depend on your business' ideal market persona and demographics. Once the target group has been identified, a combination of all or just a few of these strategies may be incorporated to reach your target group:

1. Advertising
2. Direct Mailing / Email Campaigns
3. Collateral: On line and Printed
4. PR: Local and Regional
5. Public Interaction: Sales / Service
6. Education: Personal Appearances and Web-based
7. Electronic: Social Networking, Website, Landing Pages, Linking, and Pay-Per-Click.

The amount of time and money you plug into each of these channels will depend on your market thrust and budget. Small companies may need to pick the top three choices and focus their time and money on the channels with the greatest opportunity for success. Again, always keep in mind the persona of your ideal targeted customer.

Strategy Defined

1. **Advertising** Remember when advertising, you need to cut through the clutter. If your message isn't memorable, it will fade away within minutes of being seen.
2. **Direct Mailings** Never before has direct mailing made more sense. With the advent of EDDM (Every Door Direct Mail), Integrated Marketing, and Tracking/Analytics, the marketer has a tool belt loaded with great toys to focus on the successful aspect of a campaign in real time. Making adjustments has become easier AND less costly.
3. **Collateral** Corporate literature is taking on new life. With the aid of the internet, corporate printed literature can have connectivity to its electronic counterpart. Now images and symbols can be added to printed material that, when scanned by your customer's smart phone or tablet, bring electronic images to your screen, along with video messages and directions.
4. **PR** Public Relations today is as easy as type and click. Many companies have even employed on-line services to stay on top of their PR needs. There are also firms that will monitor your on-line brand presence so you can stay on top of any negative cyber activity.
5. **Public Interaction** Public interaction has changed due to longer sales cycles and discovery-learning sales models. Now the internet allows a company to educate, monitor the information they provide, and focus on marketing areas that will bring the greatest returns.
6. **Education** Consumers are hungry for information. Both web and print can provide the perfect touch point to deliver product information and services. The on-line process of information delivery also provides solid leads when a consumer "opts-in" to the company's mailing list.
7. **Electronic** The web is taking networking to a new level; connectivity becomes a real-time event with lightning speed. The right product with the right message can go viral worldwide in a matter of hours, making the on-line connection one of the most exciting marketing tools to come along in a long time. 

The Commercial Printing Advantage...cont'd

(continued from page 1)

books, to name a few. However, it didn't take long for the optimistic marketing bubble to burst. Many quickly saw a disturbing riddle to their internet advertising forays: "Why isn't this process working for all businesses? Why are a handful of business reporting great benefit, while others struggle?"

The answer lies somewhere within ye olde standard business law, "Time is money." As in many aspects of life, time has again become a determining factor. With the continuing economic retraction, people are working harder to pursue a dollar; thus, they have less time to devote to activities like the internet. Thus, they can only search and research so long each day; and when they do, they need answers quickly. Just as the magazines and newspapers advanced to their public in 2010, there IS a depth and lasting quality to print. Sometimes a brochure or flyer can be of greater benefit to a consumer with a busy schedule.

Many business owners are also

running into another time obstacle: they cannot find the time and/or resources to optimize their internet presence and business collateral ... and they have found that the "one trick pony" approach just doesn't fit their needs.

Where marketing stands now is this: we have come full circle and common sense has prevailed. We all know that a business without a website is seriously handicapped; however, just having a website isn't a true solution. Good business requires balance — from the front door to the back. Marketing is about reaching people where they are at, and not all people are in front of a computer. Not every business's targeted customers will take time to gather their information from a screen, and some require interaction with people. That is why we believe the solution comes through integration.

In a nutshell, integrated marketing blends the "traditional" (print) and "electronic" (internet) marketing

HIGH SPEED: Color or B&W Digital Presses With Copying and Variable Data Capabilities

Xerox

Production B&W
High Speed Printing
600 x 600 DPI
Hard Copy Scanning
Duplex
Fold, Punch & Staple



strategies. At Precision Printing, we feel this balanced approach brings together the best of both worlds. Whether you want to expand your marketing efforts or start a new business, come talk to us about exploring your options. The value of print is definitely STILL here. 

Konica/ Minolta

High Speed Print /
Color and B&W Copy Output
Fast Hard Copy Scanning
1200 x 1200 DPI
Advanced Fusing System
Creates Rich, Brilliant Finish
13" x 19.2" Print Size
Long-Running Image Stability
Duplex, Fold, Punch & Staple

Products and Services

Business Products

Annual Reports
Binders & Index Tabs
Booklets
Books & Magazines
Brochures
Business Cards
Collateral Material
Catalogs
Coupons
Decals & Cut Vinyl
Door Hangers
Employee Handbooks
Envelopes
Flyers
Labels
Letterhead
Manuals
Maps
Membership Booklets
Newsletters
Notepads
Postcards
Post-It Notes
Posters
Presentation Folders
Presentation Materials
Pressure Seal Mailers

Programs

Property Listings
Rack Cards
Reply Cards
Report Covers
Sales Kits
Sales Sheets
Stationary Packages
Tickets

Forms

Business Checks
Business Forms
Continuous Forms

Publishing & Binding

Coil Binding
Comb Binding
Die Cutting
Embossing
Finishing and Bindery
Foil Stamping
Mounting
Offset Printing
Perfect Binding
Saddle Stitching
Scoring
Tape Binding
Wire Binding

Copier Services

CD Duplicating / CD Archiving
Color Copies
Color Output
Digital Color Printing
Digital Copies and Photo Black & White
Full-Color Direct Image Printing
High-Speed Black Digital Printing
On-Demand Printing
Short-Run Digital Color Printing
Variable Data Printing

Promotional Products

Advertising Specialty Items
Company Logo Specialty Items

Signage

Banners
Full-Color Banners
Lamination
Magnetic Signs
Packaging / CD, DVD Packaging

Point-of-Purchase Materials
Transparencies
Window Lettering

Specialty Items

Calendars
Full-Color Broadsheet Inserts
Laser & Cut Sheets

Seasonal & Event Services

Announcements & Invitations
Holiday Cards
Napkins
Raffle Tickets / Books
Wedding Invitations & Packages

Design & Marketing Services

Brokerage Services
Campaign Development
Computer File Output
Corporate Identity Packages
Creative Services
Data Management
Design Services

Digital Asset Management

Digital Imaging
Direct Mail
Electronic Prepress
File Systems
Graphic Design
Integrated Products
Logo Design
Promotions
Promotional Planning & Strategy
Trade Show Graphics
Website Development

Fulfillment Services

Local Delivery
Mailing Lists
Mailing Services
Pickup and Delivery
Plan Distribution Management
Print Management Programs
Shrink Wrapping
Warehousing & Distribution

