

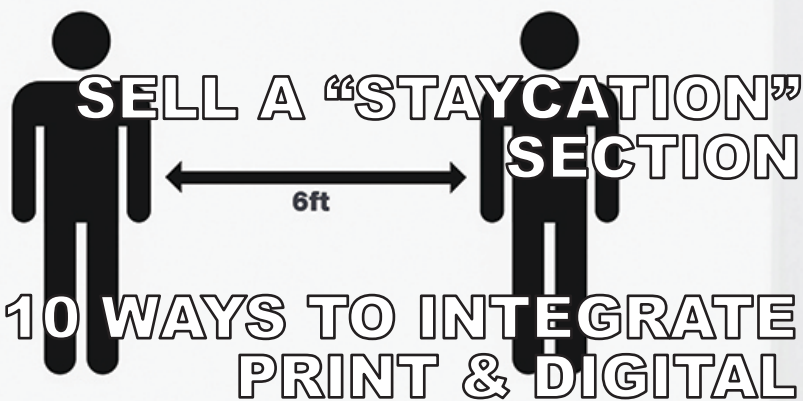
TIP

AUGUST
2020

Now OPEN for business

PREPARE A GO-BAG FOR
PRESENTATIONS

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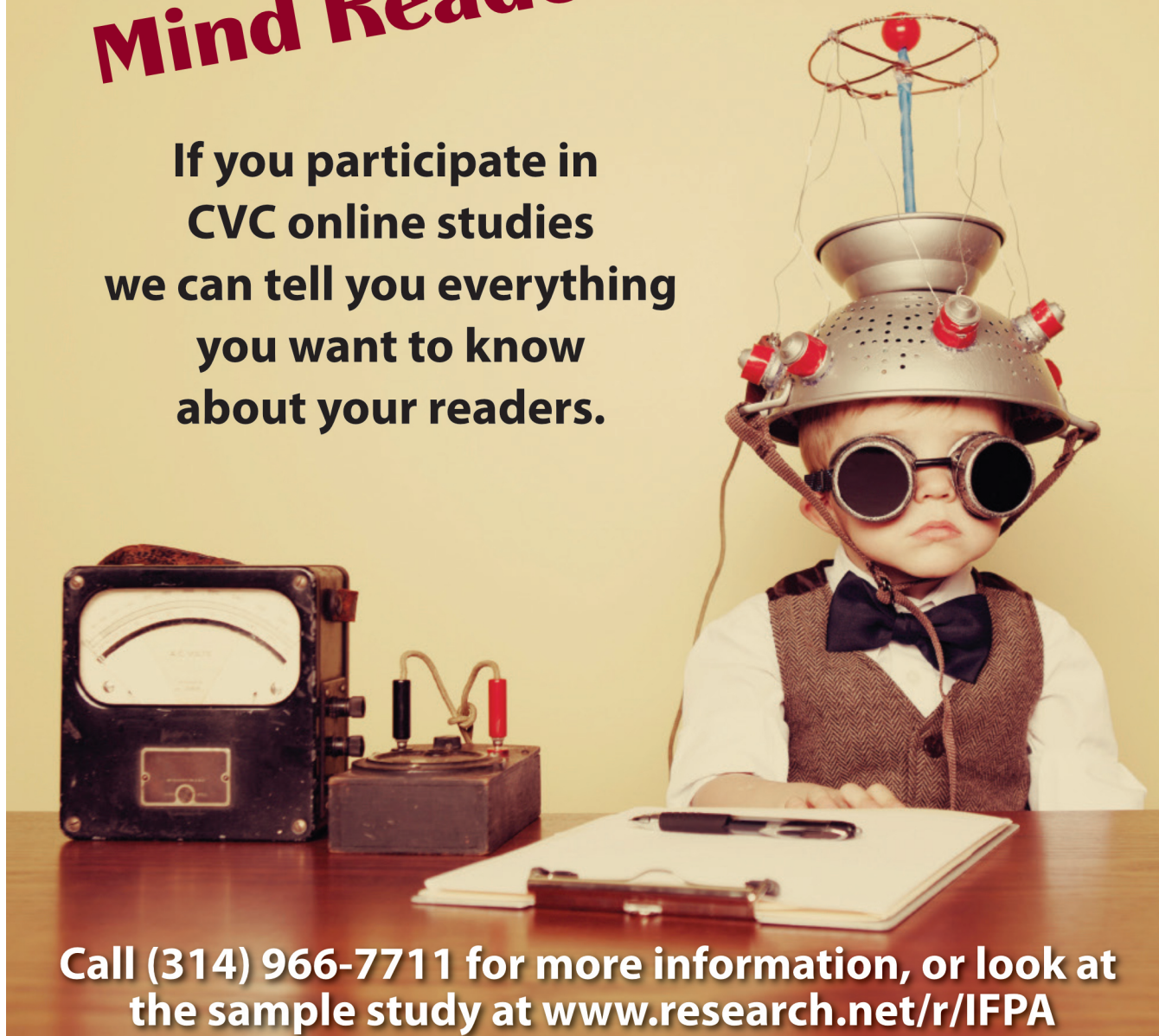
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Please practice
social distancing

We're Not Mind Readers, but...

**If you participate in
CVC online studies
we can tell you everything
you want to know
about your readers.**



**Call (314) 966-7711 for more information, or look at
the sample study at www.research.net/r/IFPA**

**CIRCULATION
VERIFICATION
COUNCIL**

OUR DATA SPEAKS VOLUMES



"...it can be independence forever for those who value it sufficiently... if they give their allegiance to an association such as this one, they will be dedicated to keeping the spirit alive, and they will be doing it by helping each other."

-- Victor R. Jose IFPA Founding Conference
September 20, 1980

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Managing Editor
Douglas Fry
e-mail: douglas@ifpa.com

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The Independent Publisher (IFPA)
104 Westland Drive
Columbia, TN 38401
(931) 922-4171

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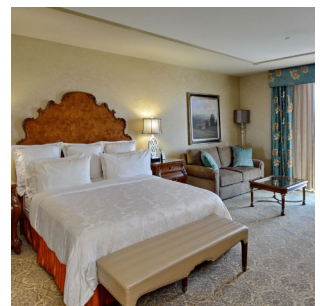
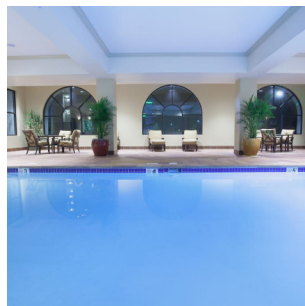




We have chosen a boutique hotel at a great rate. This will be an event that will sharpen your focus and expand your vision. Plan now to attend and save \$50!

Ideally situated on the eastern edge of the Mile High City, Woolley's Suites luxury hotel in Aurora, CO offers an elegant ambiance in the plains, about 60 miles from the edge of the Rocky Mountains. Woolley's Classic Suites has a convenient location in Gateway Office Park, adjacent to I-70 and near I-225, just 13 miles from downtown Denver and minutes from state parks, museums, shopping, restaurants, breweries, and golf courses.

Arrive seamlessly with their complimentary scheduled shuttle service from Denver International Airport, only 10 miles away. This IFPA Event is hosted where you'll feel right at home: Woolley's Classic Suites. **Go to IFPA.com/events**



2019-2020 Officers



MANUEL KARAM
Director

Genesee Valley Pennysaver

1471 Route 15
Avon, NY 14414

☎ (585) 226-8111

Fax (214) 823-8866



manuelkaram@gvpennysaver.com

term expires Sept. 2020



ERIC MCROY
Director

Advantage News

P.O. Box 867
Alton, IL 62002

☎ (618) 463-0612

Fax (618) 463-0733



EricMcRoy@AdVantageNews.com

term expires Sept. 2020



RICK WAMRE
President

Advocate Community Newspapers

6301 Gaston Avenue
Dallas, TX 75214

☎ (214) 560-4212

Fax (214) 823-8866



rwamre@advocatemag.com

term expires Sept. 2020



JOYCE FRERICKS
Vice President

Star Publications

522 Sinclair Lewis Avenue
Sauk Centre, MN 56378

☎ (320) 352-6577

Fax (214) 823-8866



joyce@saukherald.com

term expires Sept. 2020



SHANE GOODMAN
Director

Cityview

5619 NW 86th Street
Johnston, IA 50131

☎ (515) 953-4822

Fax (214) 823-8866



shane@dmcityview.com

term expires Sept. 2020



JOE NICASTRO
Director

New View Media Group

5 Vista Drive
Flanders, NJ 07836

☎ (973) 252-9889

Fax 240/332-7489



joe@mjmediallc.com

term expires Sept. 2020



DEBORAH PHILLIPS
Director of Finance

The World

403 US Rt. 302 Berlin
Barre, VT 05641

☎ (802) 479-2582

Fax (802) 479-7916



dphillips@vt-world.com

term expires Sept. 2020



JIMBO MARSTON
Sargent at Arms

Uncle Andy's Digest

9 Grove St
Auburn, ME 04212

☎ (207) 783-7039



jimbo@uncleandys.com

term expires Sept. 2020



JANE QUAIROLI
Director

Kapp Advertising

P.O. Box 840
Lebanon, PA 17042

☎ (717) 273-8127

Fax (214) 823-8866



janeq@themerchandiser.com

term expires Sept. 2020



DOUGLAS FRY
Executive Director

Headquarters

104 Westland Drive
Columbia, TN 38401

☎ (931) 922-4171

Fax (888) 450-8329



douglas@ifpa.com

Prepare A Go-Bag For Presentations

by John Foust
Raleigh, NC

Richard is an advertiser who has seen years of sales presentations. His pet peeve is any salesperson who shows up unprepared. "It's a waste of valuable time to be in a meeting where someone is not ready for the topic at hand," he said.

"I remember a meeting with an ad manager – a manager – and he showed up with no briefcase or folder, no rate information, and nothing to use for note-taking. All he had was a business card. I guess he thought his presence in the room would be enough for me to decide to run ads with his company. When I mentioned that it would be helpful to see a copy of his paper, he said he would have someone bring a copy later. His whole approach was arrogant and lackadaisical. It didn't take long for me to decide that I could get along just fine without doing business with him."

Although Richard's example is extreme, it illustrates the importance of preparation. There's a lot of truth in the old saying, "Perception is reality." If a prospect perceives that a salesperson is unprepared, that becomes their reality – and the result is a large obstacle for the salesperson to overcome.

Consider the briefcase. In this instance, let's call it a go-bag, a term which concept likely originated in the military, where service men and women have to be ready at a moment's notice. People also prepare go-bags of essential items that are needed in case of emergencies. Just pick it up and go.

Here are some basics for your advertising go-bag:

1. Note-taking device. It's crucial to capture the things you learn about your prospect. Whether it's a paper notebook or an electronic device, it's important to be ready to take good notes.

2. Legal pad or sketch pad. You should always be ready to sketch ideas. Just a few shapes on the page can help an advertiser visualize an ad. "The headline can go here" (horizontal lines). "A photo

of your featured product can go here" (large box). "Call-out copy blocks can go here, here and here" (small boxes).

3. Calculator. Yes, it's okay to use the calculator on your phone. Just make sure the phone is muted and not distracting.

4. Ruler. This will eliminate the need to guess the size of ads on tear sheets and other samples.

5. Rate information, ad specs, coverage map, etc. Have enough copies for anyone who may attend the meeting.

6. Current issue of your paper, along with copies of any special sections you're selling. You can also consider adding screen shots of key online pages.

His whole approach was arrogant and lackadaisical. It didn't take long for me to decide that I could get along just fine without doing business with him.

7. Business cards. Make sure they have sharp corners and no creases.

8. Folder of samples. It's smart to have a folder of examples of the use of white space, the difference between serif and sans serif type, and clean layouts.

9. Folder of ads your prospect has run, along with relevant proposals and hard copies of emails. Obviously, you'll add these to your go-bag before each appointment.

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com

Denver Will Be In Person or Virtual: Your Choice

The Denver 2020 Vision Event is fast approaching. On September 11 & 12, 2020 we will meet in the Mile High City to learn from some of the brightest minds in our industry. We'll have sessions on how to sell in a virtual environment by Ryan Dohrn, the Top 10 Things to Know about Zoom Meetings, Podcasting: How To and Why, Creative Services, Managing Your Staff Remotely, and that's only Friday the 11th.



On Saturday, September 12th, Will Thomas of Exchange Media Group in Fayetteville, TN is going to lead an all day session on all things digital. If you have ever attended one of Will's sessions you know the old adage "Like drinking from a fire hose" is how you feel. You'll come away with more knowledge, ideas, plans, and capabilities than ever before.

So, stop reading this right now and go to www.ifpa.com/events and register for the 2020 Vision Event. The cost is only \$349 per person which includes meals and the event. That brings up a subject we just don't know everything about. Meals. Right now we plan to observe social distancing. The hotel will set the room so we are at least 6 feet apart when in the sessions and meals. Sitting that far apart while a meal is enjoyed will be different. This whole event is going to be a dramatic change from our usual familiar, up close and personal type gatherings. We won't have the traditional IFPA hug when we see our friends. No after hours mixers with plenty of food and drink to enjoy. It will be different.

We are hoping things won't change to be even worse than they already are. But change is the only constant on which we can rely. Many people are concerned with air travel, gathering in larger groups, seeing people they don't know. The reasons for those concerns are well founded. So, the event committee came up with a plan for including everyone that might want to attend.

If you want to participate in person you simply register for the event, make your hotel arrangements, make your travel plans and get there. Oh, one other thing. I called Woolley's Luxury Suites and got them to drop the price per night from \$169 to \$149. See? The pandemic is working for us. Anyway, you can attend in person as you always have.

But if you don't want to travel you may still attend by logging in to each session remotely via Zoom. The cost for your entire company, with as many people as you want, is only \$100. That includes all sessions. Just call me at 931.922.4171 and I'll set up your credentials so you can simply join in virtually. We will record each session via Zoom as well so you can watch them later if you'd like. The price is again only \$100. That's the least expensive training you'll get anywhere. I look forward to seeing you in Denver or on our Zoom meetings.

The Editor's Letter
By Douglas Fry

Marketing Messages

The world of advertising and marketing is always changing. From social media use to psychological messaging, every day there are new questions. We cover everything from the simple questions to the deep and complicated ones.

1

2

3

4

5

Do you see the page to the left? I'll give you a minute...

Page 8 is just an example of what you'll receive each week beginning this month. Will Thomas and his creative staff are sharing their weekly email with IFPA members. You can personalize the content with your logo, your own marketing messages, and make it your own.

You may have a few questions about this new IFPA member benefit. I'll try to answer them here. But if you have questions or need the personal touch setting things up please email me at douglas@ifpa.com or give me a call at 931.922.4171. I will also be sending out more information via email, texts, and video explanations over the next month.

WHO?

To whom should you send this information? Anyone you want to inform, educate, and impress. That especially applies to your customers, both those that currently run in your publications and those that do not. This information will position you as the experts in marketing, publishing, and technology.

That is not to say that you'll get phone calls by the hundreds as you send out these emails but as with all advertising it is cumulative. When that advertiser thinks of who can help them with their marketing, social media, print ads, etc. they will think of you.

JUST EMAIL?

Do we have to use this information as emails only? No! In addition to emailing your 5 Questions 5 Answers via MailChimp, Constant Contact, or whatever service you use, you are free to use the information in many other ways.

For example: you could create a printed piece with several important topics to be stuffed into your bills or other physical mailings you do. You could post some of the ideas on your social media. You could run a weekly or monthly article in our own publication with this as the sole content. You might consider putting some of this information on

your website. There is even possibility of texting a topic once a week to your clients. You are free to use the content any way that will educate, benefit, and position you.

WHEN?

You should already be receiving a weekly email from Exchange Media Group with the content white labeled starting this month. Each week you'll get the 5 Questions 5 Answers information. Count on it.

email me at
douglas@ifpa.com or
give me a call at
931.922.4171

DO I HAVE TO USE ALL THE CONTENT?

No. Use whatever you feel is useful and pertinent to your company. Use a little or all of it. It's your choice.

WHAT DOES WHITE LABEL MEAN?

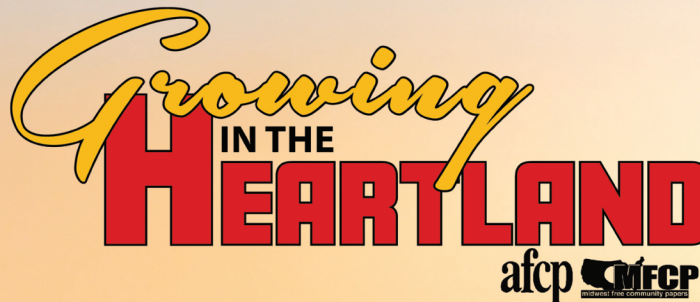
White Label means that all the branding has been removed so you don't have to worry about some other company's information showing up. You'll receive a Word document that you can simply paste into a MailChimp, Constant Contact, or other email program template. You can set up your template to look any way you wish, with your own logo, address, links to your website, links to your email address, whatever you want.

HOW LONG?

We have partnered with Exchange Media Group to supply this timely content for the next year. You will not run out of content. Think about it. How much time would it take you to come up with this much information on your own? Do you have that much extra time? Do you have the expertise to answer these questions on your own? Do you know all about the wide variety of topics discussed? If you answered "No" to these questions then you need to plan right now to use this great new benefit.

**Are you using
this benefit
to educate
your
advertisers
and position
your
publications?**

AFCP is proud to be celebrating our 70th year in support of the community publication industry!



**AFCP & MFCP Are Proud To Announce
Joint Conference & Trade Show
Des Moines**

April 22-23, 2021

Mark your calendars and prepare for a city and experience you will find absolutely amazing!

With COVID-19 pressing many families to cancel distant summer vacations, it's a good time to consider publishing one or more "StayCation" sections.

Our Iowa Information team produced a four-week series of "StayCation" sections in 2011 when America's high gas prices also kept families close to home. That series, published over four Saturdays, focused on the four counties surrounding our base community of Sheldon. As a weekend regional newspaper, we have paid circulation in all four counties.

This year we've kicked off a repeat effort that will see us publishing 15 weekly sections for communities from 400 to 7,000 population. Each section will focus on finding fun things the family can do while staying close to home. The advertising dollars for the sections can come from numerous sources: local grocery stores promoting picnics and cookouts, convenience stores and restaurants offering easy to take-out treats, the community Chamber of Commerce promoting local shopping as well as local events, the city manager or clerk, the community economic director, local clothing stores, shoe stores, local banks, hardware stores, sporting goods stores, pharmacies, lumberyards, new and used car dealerships, automotive repair centers, fencing contractors, lawn care equipment dealerships, landscaping firms, new home construction and remodeling firms, electricians, plumbers and heating and air conditioning firms to name a few.

If there is nearby boat access to a river or lake or perhaps a campground, nearby boat dealers and RV dealerships are also good prospects.

At Iowa Information we publish our sections as broadside sections in process color in our N'West Iowa REVIEW. Here are possible story ideas for creating a "StayCation" sections:

1. A special food experience such as a picnic in the park with food from the local bakery and meat locker, a resident

known for their unique potluck dish or a resident who caters meals out of her home.

2. Local day trips such as museums, historic homes and overnight campgrounds.

3. An interview with a senior citizen comparing family gatherings 50 years ago to the ones today.

4. Interesting historical information about how the local golf course, city park or baseball field came into existence and how it got its name.

5. Why this year's community celebration won't happen, why it will be missed and what might be done instead.

6. What the community is offering this summer for the youth and adult activities. Are there any new unique programs?

7. A story on how some hometown family has redone their backyard for increased summer fun. A new deck, firepit, for example, or a pool, hot tub or playground equipment. Be sure to sell advertising to the suppliers.

8. Interviews with local residents about the many new experiences they are enjoying while staying home this summer.

The sections can be fun to do and are easy to sell. The expected revenue from each section can easily run from a low of \$2,000 to as much as \$4,500.

Peter W. Wagner is founder and publisher of the award winning N'West Iowa REVIEW and 13 additional publications. Wagner can be contacted by emailing pw@iowainformation.com or calling his cell at 712-348-3550.

It's Time To Sell A "StayCation" Section.

by Peter Wagner

ACCENT
The N'West Iowa REVIEW • April 2, 2011 • Section 8

LYON COUNTY STAYCATION

STAYCATION IDEAS:
• A special food experience such as a picnic in the park with food from the local bakery and meat locker, a resident known for their unique potluck dish or a resident who caters meals out of her home.
• Local day trips such as museums, historic homes and overnight campgrounds.
• An interview with a senior citizen comparing family gatherings 50 years ago to the ones today.
• Interesting historical information about how the local golf course, city park or baseball field came into existence and how it got its name.
• Why this year's community celebration won't happen, why it will be missed and what might be done instead.
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• Interviews with local residents about the many new experiences they are enjoying while staying home this summer.

Family activities abound year-round over 282 acres
Park offers endeavors for all seasons and recreation for all ages

LAKE PAHOIA
This is a special place where there's something for everyone in the family to do. Hiking, fishing, swimming, fishing, golf, canoeing, paddle boats, aquatics, campground programs and more. —BRIAN NEW TALK, Lake Pahoia manager

5 Tech Tools to Grow Your Publishing Business

Publishers continue to face new challenges in the evolving industry of print publishing. However, new technologies are now giving publishers opportunities they never had. Here are a few technologies and services that can help you grow your business beyond print.



SiteSwan Website Builder

What is it?

Super easy-to-use platform that lets you build beautiful, fully responsive websites for your advertisers and other local businesses.

How can it help you grow?

Open up a brand new revenue stream by offering affordable web design to your clients. Set your own prices and charge an upfront setup fee followed by a monthly service fee. Clients edit their sites themselves using a site editor branded for you. Sales training and marketing material is included, taking the guesswork out of how to sell digital. You even get your own marketing website to promote your services. Less than 50% of businesses have a website... you can change that and make money all at the same time.

How much does it cost: Plans start at \$149/mo
www.siteswan.com

Ideal Directories

What is it?

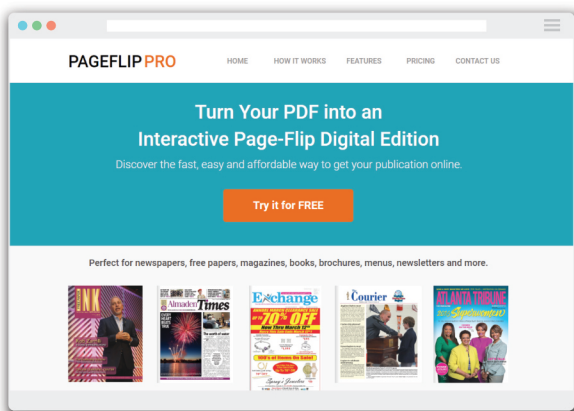
Turn-key business directory and coupon website that can be branded for your publication and market. Can easily be "bolted-on" to your existing website or run independently.

How can it help you grow?

Offer your advertisers the best of both print and online with a listing on your local directory website. Businesses can even sign up and manage their listing themselves allowing you to generate a monthly revenue stream that is practically hands-off. You can create different pricing plans based on what features you want to offer, and money automatically gets deposited into your bank account.

How much does it cost: Plans start at \$99/mo
www.idealdirectories.com





PageFlip Pro

What is it?

A digital publishing platform that transforms your boring PDF's into high-definition, fully responsive interactive Page-Flip Digital Editions.

How can it help you grow?

PageFlip Pro allows your readers to view your publication wherever they are. Now featuring a new responsive design for tablet and mobile viewing with lightning fast page load speeds, your website is always up-to-date with the latest version of your print publication. It's hands-off for you and advertisers love the added exposure the digital edition offers... plus it's all branded for you. You can also extend the shelf life of special sections. Recent updates to the platform include subscription management and banner ad integration.

How much does it cost: Pricing starts at just \$1 per page (based on volume)
www.pageflippro.com

Exchange Classified Ads Platform

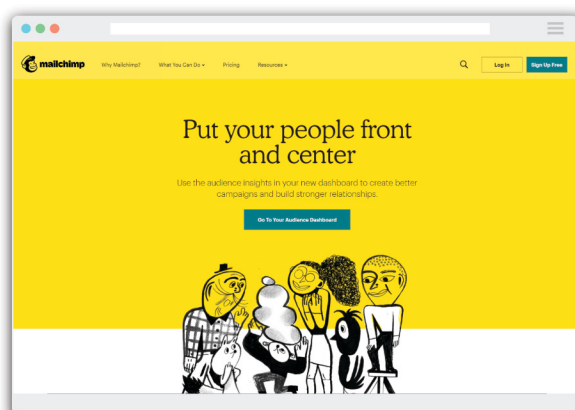
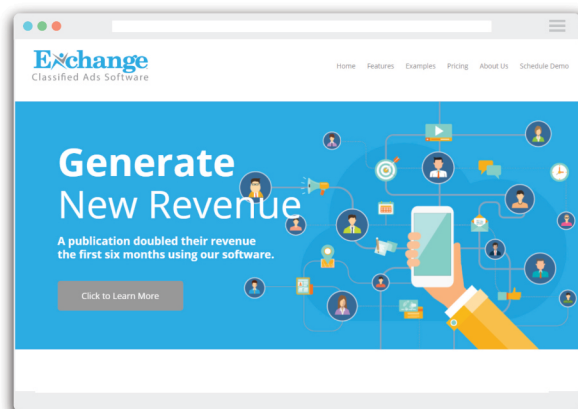
What is it?

An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

How can it help you grow?

This system will act like an additional classified salesperson! People who place Classified Ads get reminded to renew their ads before they expire and miss the deadline. Automated up-sell opportunities to add a photo to an ad significantly boost average ad cost. Your staff all have separate logins to proof incoming ads and customer credit cards are stored for more efficient renewals and re-orders. Save time, boost efficiencies, and put your publication's website & technology on par with major classified websites without making a huge investment.

How much does it cost: Contact vendor to request pricing
www.classifiedads.software



Mailchimp

What is it?

An easy-to-use email marketing system that lets you send out thousands of emails at once.

How can it help you grow?

With a few clicks you can put together great-looking emails and blast them out to your readers and/or advertisers. Announce the latest Digital Edition is online, or feature a seasonal print promotion. You can even sell sponsorships inside of the email blasts!

How much does it cost: Paid Plans starting at \$10/mo (based on subscriber list size)
www.mailchimp.com

Remember the 1987 classic, *The Princess Bride*?

When asked how to create the perfect marriage for print and digital, that famous movie marriage quote always comes to mind.

“Mawage. Mawage is wot bwings us togeder tooday. Mawage, that bwessed awangment...”

So, how do you create that “bwessed awangment” between print and digital? Well, here are ten things you can use to get started (and share with your print prospects and customers).

1. QR CODES

Think QR codes have come and gone? You may want to think again.

Statista notes that an estimated 11 million households will scan a QR Code in 2020 in the United States alone. That number is an increase from the estimated 9.76 million QR Code scans made in 2018.

2. INCORPORATE PERSONALIZED URLS (PURLS)

One of the biggest advantages of print is the ability to get personal.

Continue that advantage into the digital realm by incorporating personalized URLs (or PURLs) on all of your direct mail marketing efforts.

Dairy Queen did this amazingly well with a postcard campaign sent to customers on their birthdays with a PURL for special birthday coupons. It looked something like, “Hey Jodi, make sure you visit dq.com/Jodi123 for your special birthday coupons!”

3. VARIABLE PRINTING + TARGETED SOCIAL MEDIA CAMPAIGNS

Another winning combination with the print and digital marriage is the idea of combining your variable printing with

your targeted social media campaigns.

An example of this would be encouraging your subscribers to sign up for free samples or marketing materials through an online social media campaign and then targeting your direct mail campaign around certain online interest groups. Facebook offers demographics that will blow your mind allowing your targeting to go much farther than just gender or age.

4. LEVERAGE YOUR DIGITAL DATA

In that same vein, use your digital data across all channels to narrow in on your target audience and create the marketing materials that will really speak to them.

If your LinkedIn post on networking is generating a lot of traffic regarding business cards, create a promo and direct mail piece built around that effort.

Remember, the more you track, the more you’ll know.

5. DUPLICATE ONLINE EFFORTS OFFLINE

Just like in marriage, a couple is two halves of one whole and so should it be when you think online and offline marketing efforts.

If you’re creating an email campaign, how can you incorporate a matching postcard to go with it? If you’re running a social media campaign, look for ways to include event tickets, coupons, etc. to pull the campaign together.

Similarly, you can use your website as an extension of your print campaigns. For example, maybe you start a joke on your direct mail postcard but the punchline is on your website.

6. HASHTAG CAMPAIGNS

#everyone loves hashtags and you and your print buyers should be no different.

You can easily pull an online and offline campaign together by creating a unique

10 Ways To Integrate Print And Digital

by Marketing Ideas For Printers

hashtag for your campaign. For example, perhaps, in January you want to do a special for #newyearnewyou with

business cards, envelopes, and letterhead. Slap that hashtag on your social media promos, your email campaign, and your print marketing pieces to bring the whole thing together.

7. SOCIAL HANDLES EVERYWHERE

Along with hashtags, take that same advice and apply it to your social handles for all of your social media channels.

Never should a print piece leave your business without your social media handles printed on there so people know exactly how to find you online. This also goes for your company's banners, business cards, etc.

8. LABELS

Yep, you read that right, labels.

Labels can be an incredibly powerful connector for your online and offline marketing efforts. What if you put a label on each finished product with a label that said something like, "Follow us on Facebook," or "Visit us online for X Tips

on How to Best Use This [Product]."

Labels make it quick to switch out the things you want to promote or use to drive traffic online and can be at the ready to promote everything from your next webinar to your blog sign-up form.

9. CALLS TO ACTION + LANDING PAGES

One of the most effective tools you have in your marketing arsenal, both online and offline, is the almighty call-to-action button.

This magnificent little button (or text) tells the reader what to do next. Without it, no sparks go off in the reader's brain to actually do anything with the content they're ingesting.

Include a call to action in all of your print campaigns and combine it with a digital landing page. Where do you want them to end up online with your print campaign? Determine that and build around it.

If you want your customers to get started designing online, your offline, direct mail call-to-action might be "Start your next masterpiece today at acmeprinting.com/design-online," and would then connect to the desired landing page.

10. EMBRACE THE WORKFLOW

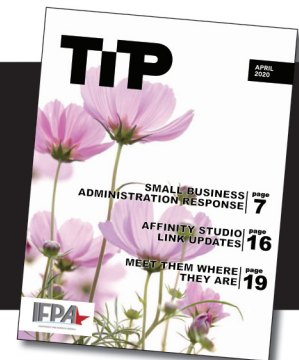
One of the best ways to embrace this idea of omnichannel marketing and combine your print and digital campaigns is to use a solution that will allow you to combine everything into one workflow.

Once you know the pieces of your campaign and the online and offline connections you want to make, create a workflow so the whole campaign runs seamlessly and keeps you on track.

Set up your campaign to run something like this: social media post, wait 1 day, email campaign, wait 3 days, send direct mail postcard, wait 8 days, follow up with additional social media posts. ■

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Why Digital Marketing Needs Print

by Alexander's Print Advantage

In today's world where digital and on-line communications seem to run the business world, too many people leave print out of their digital marketing strategy. When potential clients come to us for marketing help they often ask why they should bother with printed collateral when we can create Web, mobile or email campaigns so easily? Our answer is always the same: print is effective.

We've talked about the need for integrating print on our blog before, but lately we've helped clients create holistic campaigns and found that the most effective campaigns are the digital combined with print campaigns. Statistics and studies show that most email marketing campaigns flop without having other touch points included, namely print and direct mail. Additionally, 67% or more of online searches are driven by offline messaging. Today we want to offer 3 more reminders why you should give print a second chance, and look for ways to implement it into your marketing efforts.

1. EMAIL CAMPAIGNS HAVE A HARD TIME STANDING ALONE

At Alexander's, we love email campaigns. We think people should use them, and often. But without utilizing complementary messaging through print, and other lines of communication, email messages are easily forgotten, if they're even read at all. All too often marketers use outdated content

lists to email, and then many of their emails get stuck in spam folders anyway. We think that email campaigns need not only be done right, but they should remind your target audience of other advertisements, direct mail pieces, and online messages that drive them to act.

2. PRINT SUPPORTS DIGITAL CHANNELS OF COMMUNICATION

It's true that many people receive their information online these days. In our opinion, print is the ideal way to back up those online messages your business is publishing on the Internet. If you can send succinct and consistent messages across many mediums, your target market will not only better recognize your brand, they'll better understand what you do, and they'll be more likely to buy your product.

3. PRINT IS ROBUST AND PERSONALIZED

Sometimes new clients come to us with false notions about what print can do for them. They're used to the old days of long-run printing, where every piece of marketing collateral was identical. Those days are gone. Today's print technology allows us to create individualized direct mail pieces at high-speed rates and low printing costs. We can personalize names, URLs, and other information based on your needs. Not only that, our printers can print on almost any substrate, using a wide variety of inks. If you can think of it, it can probably be printed.

Graphic Hooks

By Ellen Hanrahan

Believe it or not... during this pandemic, July has been a little bit crazy for me! So I am reprinting a page from July of 2008... ahhh, the "good old days!" Ideas are not always forthcoming and I get some ideas from situations, from discussions and from articles. But this year has been a really difficult time because of all that is happening. So, for the time being, revisit this article and know that since then I have accumulated a few more typefaces and a lot of interesting glyphs...

Explore the Glyphs

With the recent upgrade to the Adobe CS3 Suite, there were some typefaces in the "goodies" folder that were also included in the upgrade. One of these typefaces was **Bickham Script Pro** which offers multiple variations on a letter... as seen below. This is a perfect typeface for wedding-related ads or promos, because you can dress it up or dress it down. Let's start with the word "Wedding."

Wedding
Wedding
Wedding

Just the "W" alone makes a different statement. Let me show you a few "g" choices...

g g g g g g

These two are slightly different in the fact that the top letter has a slight 'bump' to accommodate a stroke being attached.

g g g g g

And I haven't even shown you the letters in the middle! Can all these choices go horribly wrong? You bet, so the idea is restraint. Pick a letter, or possibly two, that would give the most impact and stay with it. You can see my "sort of" final choice at the top of the next column. I also reduced the size of the "W." The type size is 48-point and I made the "W" 40-point to help reduce the impact slightly.

Wedding

This is the kind of typeface that you could use to give an elegant look, but you could use it for Thank You's or just use one letter for contrast. Note the use of **Bickham Script** contrasted with **Helvetica** to add a little more emphasis to the name. The text below is part of an idea for a business card I'm working on.

P·U·R·E *Enerchi*
Purify Unite Revive Environmental Energy

So the emphasis would be on the word Enerchi and the long swash on the letter "i" adds a little visual energy to the word. You really don't need to add much artwork... maybe a simplified flower or similar. You can see a sample of one of the ideas at the end.

There are also other typefaces that offer a lot of variations in the glyph panel. By the way, a glyph is a hieroglyphic character or symbol; a pictograph that combines letters, numbers, ligatures and other elements. **Open Type** font attributes allow for a greater variety of such symbols in the typefaces. **Open Type** offers the best and most types of character sets and can be used on both Mac and Windows platforms.

Another typeface that also offers many variations (and is fun) is called **CandyScript**.

Summer
Summer

This **Open Type** font also comes with a variety of swash characters. There are also common pairs that can be created as ligatures, above and beyond the fi and fl pairings that we are used to. Because this typeface is so strong, it's best use is sometimes just one word or two very short words.

wh ti ri os
ch rr tt
Thank You

Type as Design

Type can be a very strong design element. And with the amount of space that we have to work with... you know the drill, ads getting smaller and information staying the same, or more... sometimes the most practical way to give a distinctive look or grab the reader's attention is to use typographic elements. Even **Arno Pro**, another typeface that came with the upgrade has a variety of ampersands (the & symbol) for a better fit in regular and old style type. It offers ornaments that can be a great piece of art. You know, add a little outline, a little drop shadow and voila! Instant headline!



Below is a sample of the business card that I am working on as promised (scaled to fit). I even threw in a variation. I usually give the customer a few choices to ensure that we both are headed in the right direction.



Final Thoughts...

Another month... and I didn't even have a chance to work on my **Topaz Studio** and **Adobe Photoshop** projects! However, I am putting together some articles on staying creative or increasing creativity, but that can change... and I'm learning to live with that change...

Until next time...

Ellen Hanrahan hanrahan.ln@att.net ©2020

20/20 EVENT

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11
AND
12

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covered. You chose
which format works
best for you.



TOPIC	DATE	TIME
PODCASTS Creating your own podcast or vidcast. How to, what to buy, what works, what doesn't.	Friday	9:00 - 10:00
ZOOM MEETINGS 10 things you may not know about Zoom Meetings.	Friday	10:00 - 11:00
VIRTUAL SALES Ryan Dohrn will present virtually how to get appointments, selling series instead of ads, using virtual technology to sell today.	Friday	11:00 - Noon
CREATIVE SERVICES Taking your design staff to the next level, what sources work best.	Friday	1:30 - 2:30
MANAGING REMOTE STAFF Best practices for managing local and remote team members.	Friday	2:30 - 3:30
OPEN FORUM Bring your questions, challenges, successes so we can all learn. What did you put into practice from the last event?	Friday	3:30 - Until
WILL THOMAS Bring your laptop or iPad and take lots of notes. Will trains us in all things digital. Now, more than ever, we need this.	Saturday	9:00 - 3:00

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I first came across this idea in the book *Moments of Truth* by Jan Carlzon, which I consider one of the most important books written on customer service. By the way, Carlzon's definition of a Moment of Truth in business is, "Any time a customer comes into contact with any aspect of your business, however remote, they have an opportunity to form an impression." That's every contact and interaction with the company. Carlzon used the example of a coffee-stained tray table. How does that affect the customer's opinion of the rest of the plane? What if the landing gear is as poorly maintained as the tray tables?

Okay, maybe that seems a little far-fetched. Or, does it?

I was reminded of the tray table anecdote on a recent flight to Mexico. My flight attendant told me that earlier in the week, the same flight had been delayed more than two hours. Why? Because the captain had forgotten to bring his immigration documentation and had to retrieve it from his hotel. I joked with her and said, "I hope he hasn't forgotten how to fly the plane!" We both laughed because that example, like the landing gear, is a little far-fetched.

Here's an example that's not so far-fetched. Say you're going to the grocery store and you notice a produce truck behind the store. What really catches your eye is how dirty the truck is. You might wonder if the produce on the inside is dirty, too. You might have second thoughts about buying your fruits and vegetables at that store.

Or what would happen if you went to a restaurant and you noticed dirt and grime under the server's fingernails? Might you wonder – or worry – about him touching your food?

I think you get the idea. There are plenty of silent signals we send to our customers, both positive and negative. I'm not as worried about the positive ones, although it's important to know what they are so you can repeat them with

more intention. What I'm really worried about are the negative signals, as they are often overlooked. The problem is the potential erosion of confidence created by these negative signals. That can turn into lost business.

The tray table isn't always stained. The produce truck isn't always dirty. The server doesn't usually have dirt under his nails. That's why this isn't an easy fix. There's no one-time solution because these negative signals, while they hopefully don't happen consistently, do occasionally happen. The way to avoid them is to become aware of them. If you catch a potential negative signal, fix it quickly and make note to share the experience with your team. Make a list and update

I hope he hasn't forgotten how to fly the plane!

it as you notice new ones. That's a good start. Once you and everyone on your team are aware of them, you are already on your way to eliminating them. Awareness is the first step. Vigilance is the next.

Shep Hyken is a customer service expert, keynote speaker, and *New York Times* bestselling business author. For information, contact 314-692-2200 or www.hyken.com. For information on *The Customer Focus™* customer service training programs, go to www.thecustomerfocus.com. Follow on Twitter: @Hyken Copyright 2020



What Signals Are You Unintentionally Sending Your Customers?

by Shep Hyken

IFPA Board Meeting Minutes

IFPA BOARD MEETING, THURSDAY JUNE 18, 2020 10AM EST/9AM CST

Members in attendance: Deborah Phillips, Joyce Frericks, Rick Wamre, Joe Nicastro, Shane Goodman, Manuel Karam, Jimbo Marston, Jane Quairoli, Eric McRoy and Executive Director, Douglas Fry.

President Rick Wamre called the meeting to order at 10am EST.

Minutes: Jane made a motion to approve the minutes of May 21, 2020. Joe seconded the motion. All in favor. Minutes approved

TREASURER REPORT: DEBORAH

January through May totals compared to budget:

Down \$13K in Cadnet Revenue. Up \$1500 in TIP advertising. Investment income is recovering. Additional \$3K in event revenue and \$4K in membership dues. Last month expenses: \$19K stimulus funds and \$20,500 Cadnet expenses.

Overall net income, \$43K. \$50K less than budgeted. Note: Payment to CVC in process for \$8400.

Motion to approve Treasurer report. Joyce, Seconded by Jimbo. All in favor. Report approved.

SEPTEMBER EVENT 9/10-12: DOUGLAS

Most of the AFCP board are planning on attending. Two have prior commitments. All of the IFPA board members are planning to attend. Rick suggested starting to promote the event. Shane and Manuel agreed to lead the event. Board agreed to market it to IFPA members and if space allows, open it up to AFCP members as well.

IFPA/AFCP UPDATE: RICK

Rick has been speaking with John Draper. John will become AFCP President on July 1st. He has put together a

2-3 page summary of his thoughts on the issues regarding the possible IFPA/AFCP unification and sent it to Rick. Rick has reviewed it and has given feedback and is waiting to hear back. Once he does he will share with the board.

Rick has found attorneys willing to do a legal analysis on the two organizations pro bono. They will look at legal issues as well as taxation issues and provide recommendations prior to the September event. This is exploratory information and will be necessary to be able to make a decision either way. A goal of the September event would be to fully vet the unification topic and be able to make a decision by the end of the year.

Douglas, Loren and Cassie have been working on a set of combined bylaws and plan to have it ready by July. This information will also be necessary in making a decision on unification. Everyone will have a chance to weigh in once all the facts are in.

MARKETING 5 IN 5: DOUGLAS

A number of people are using it. Douglas is, at the same time, working on a "why is print important?" piece to supplement the digital side. Joe suggested sending out the instructional video in future emails as it was very helpful and very well done.


OLD BUSINESS:

Joe questioned the status of the organizational name change from Independent Free PAPERS of America to Independent Free PUBLICATIONS of America. Douglas said the bylaws have to be changed. Letters are going to be going out to all members. They have to be within 60 days of the meeting the change would be voted on.

NEW BUSINESS:

Douglas should have year end tax returns shortly.


Joe made a motion to adjourn. Eric seconded the motion. All in favor. Meeting adjourned at 10:45am EST/9:45 CST



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Is Print Still Dead? Research Says, "No!"

By Lynn Kingsley

In today's digital marketing landscape, it's common to hear the question, "Isn't print dead?" The answer is a resounding "no." Despite the digital revolution, traditional marketing has not gone bust.

The world is now full of digitally connected devices that are always on. Businesses send and receive marketing messages, alerts, and ads via numerous platforms, apps, devices, and websites.

Peter Weinberg's thoughts on marketing trends revealed a thought-provoking idea. He postulates that a company that bases its marketing strategy on consensus opinion, such as "print is dead," is destined to fail. If you do exactly what your competitors are doing (i.e., moving exclusively to digital marketing), then by definition, you lose your competitive advantage.

SO IS PRINT STILL DEAD?

Print is very much alive and presently facing a resurgence. It should be noted that general consumers favor it to a larger degree than the B2B marketing sector. According to a report by The Guardian, eBook sales fell by four percent in 2016 as the younger generations drove an appetite for print.

The future of print remains bright as long as there is a need to communicate and find novel ways of doing so. Whether it morphs into 3D, VR-related, or AR-related, print has an enduring power that will always give it a firm foothold in the global communications marketplace.

HOW PRINT FITS INTO B2B MARKETING TODAY

Printing is now cheaper in some instances, and like most things in business, various factors affect its price. Which means you get what you pay for.

When using print for B2B marketing, consider the following ideas:

- Take your most popular content piece and create a print asset. Formally, a

brochure would do just fine. However, today's printing options are more flexible.

- Print your most popular or universally-applied eBook as leave-behind booklets for meet-ups and presentations.

- Use print to support your online presence and digital marketing.

- Collect your top performing digital pieces (e.g., blog posts) and edit them for print publication. Creating a tangible representation of your best content, such as what some publications do showing off their winning entries in national ad contests, will let you get your most impactful content right into the hands of your customers.


- Reinforce your customer relationships using printed content. You can produce small batches of select printed content and send it to valued customers. It will be a welcomed surprise when they find a high-quality magazine or book in their mailbox.

- Physical branded assets, such as books or magazines, have an intrinsic value. For example, having your printed content sitting on the desk of some of your biggest clients is a form of promotion, especially when it acts as a conversation starter between decision-makers.

THE BOTTOM LINE

So is print still dead? Far from it. It presently enjoys a resurgence as one way for individuals to disconnect from a noisy online world. It's also a trusted and tangible medium that provides an emotional connection and longevity that you cannot replicate by screen.

If fact, it's safe to say that print has the potential to disrupt other digital media channels. It can prove quite useful for B2B marketers. It's unique enough to command the attention of your target audience and compel them to explore something they otherwise might not have.



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