

TIP

SEPTEMBER
2020

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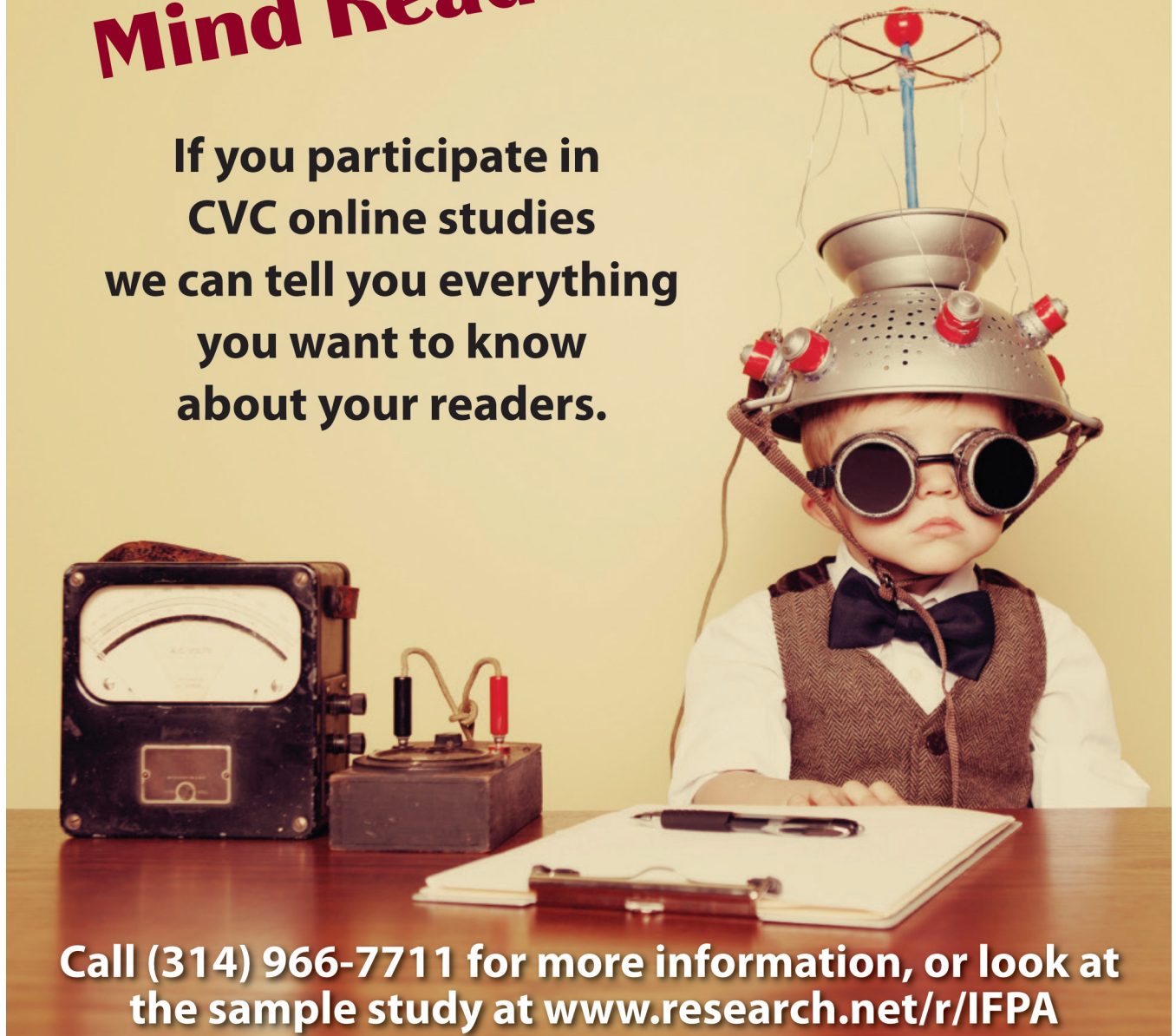
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“...it can be independence forever for those who value it sufficiently... if they give their allegiance to an association such as this one, they will be dedicated to keeping the spirit alive, and they will be doing it by helping each other.”

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

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SEPT
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THROUGH
OCT
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VIRTUAL EVENT

Attend the sessions
that you are
interested in.



| TOPIC | DATE | TIME |
|---|------|------|
| PODCASTS Creating your own podcast or vidcast. How to, what to buy, what works, what doesn't. | TBA | TBA |
| ZOOM MEETINGS 10 things you may not know about Zoom Meetings. | TBA | TBA |
| VIRTUAL SALES Ryan Dohrn will present virtually how to get appointments, selling series instead of ads, using virtual technology to sell today. | TBA | TBA |
| CREATIVE SERVICES Taking your design staff to the next level, what sources work best. | TBA | TBA |
| MANAGING REMOTE STAFF Best practices for managing local and remote team members. | TBA | TBA |
| OPEN FORUM Bring your questions, challenges, successes so we can all learn. What did you put into practice from the last event? | TBA | TBA |
| 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. | TBA | TBA |

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Advertising Is A Problem- Solving Business

by John Foust
Raleigh, NC

When I heard the doorbell ring that Saturday afternoon, I did something I had never done before. I bought something from a door-to-door salesperson.

It was a pest control representative who was canvassing the neighborhood for new business. The logo on his bright green golf shirt matched his truck in the driveway. He introduced himself and said, "I see you have a vole problem. Have you tried anything?"

"How do you know there's a vole problem?" I asked.

"When I got out of the truck, I noticed the spongy ground next to the driveway. That's an obvious sign."

In just a few seconds, he had identified a problem. Obviously, he knew what he was doing. "You're right," I said. "We've had voles in our yard for several years. A company has been working on the problem, but that doesn't seem to be helping."

Voles are small mole-like rodents that burrow underground and feast on the bulbs and roots of plants. The ground in an infested area is spongy, because their tunnels are close to the surface. A mating pair can produce up to 100 voles in a year. In other words, if voles settle in your yard, you'll have a lot of them in a short period of time.

That salesperson caught me at the right time to make a sale, because he was observant. He knew without a doubt that there was a problem that needed to be solved. He said his company had a special treatment which was proven to have impressive results. I agreed to let them give it a try. Within a few weeks after their first treatment, we could tell a difference. Although the treatments haven't eliminated the problem completely (can anything do that?), it has dramatically reduced the infestation.

His approach illustrated the importance of being observant. His company's customer database probably revealed information about neighborhoods with vole

problems. And he looked for symptoms when he pulled into the driveway

Although selling advertising is not quite like selling pest control services, there are a number of things to observe before approaching an advertising prospect. Here are a few examples:

1. History. What promotions has your prospect run in past years? What were the results? What lessons can be learned?
2. Time of year. Is there a prime buying season for the widgets your prospect sells? People usually don't buy lawnmowers in the winter or snowblowers in the summer.
3. News stories. Have they announced the addition of a new product line? Is

"How do you know there's a vole problem?" I asked.

there going to be a grand opening of a new location? Has there been an ownership change?

4. Ads in other media. Are they running ads in other advertising outlets? That's a clear sign that they have a marketing budget and may be open to other ideas.
5. Competitors. What products and services are currently being promoted by their competitors? They're running those ads now for a reason. Maybe you could follow their example

Who knows? One of these ideas might ring a bell.

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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 ■

The 2020 Vision Event Is Now All Virtual: at no cost!

If you read this article last month you found out that the Denver event added a virtual component because of concerns with flying, quarantine afterward, and social distancing during the event. Well, the situation eroded more. Many people were required to remain in quarantine after they returned from the event for two weeks. Being away from your publications an additional 14 days after an event is like waiting to eat an ice cream sundae after it has melted. I normally come back from a conference recharged, with lots of ideas I want to put into effect first thing Monday morning. Waiting 14 days just doesn't work. But the kicker is that the hotel was not able to provide us with a bar at any time during the event. So to make that more clear... An IFPA event without a BAR!



What is our alternative? First of all, we rescheduled the Denver meeting for September 10 & 11, 2021 at the same unique, fun, posh hotel. We hope our world will be more "normal" then and can have an event in close proximity to each other. Oh and with a bar!

You still need to learn new techniques, find out the best practices, and gain valuable knowledge right now. As a result, the Conference Committee has pivoted this years event to 100% virtual. That's right, another Zoom meeting. But this will have a twist. We will have the virtual sessions each Friday beginning at 2:00 pm Eastern time. There will be two sessions each an hour in length so it won't require too much time sitting in front of your computer. Each Friday afternoon from 2:00 until 4:00 Eastern time (1:00 pm Central / Noon Mountain / 11:00 am Pacific) beginning September 11th and following on the 18th, 25th, October 2nd, and concluding October 9th plan on attending. you can pick and choose which sessions you and your people will attend. Just let us know how many people will be attending so we can plan accordingly.

The best part about this is that the event will be free. Just like your publications the 2020 Vision Event will be FREE! Again, just email me (douglas@ifpa.com) and let me know how many people from your organization will be attending. No hidden costs, no bait and switch, just free.

None of us have ever seen anything like this in our past. Trying times require that we try something different. I extend a personal invitation to each of you to take time each Friday to "sharpen your saw" and have your people attend the events that will help them be more professional, polished, and give them the tools and techniques they need to continue to sell and compete in this alternate reality.

I look forward to seeing you then. Until then keep wearing masks, keep your distance, hope for an effective vaccine, and remember that we will get through this too.

The Editor's Letter
By Douglas Fry

You'll Place Your Logo Here
Title This Whatever Works for You

Marketing Messages

5 questions, 5 answers

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 What are the essential elements of a website?

Your website should clearly show your products and services, answer the questions customers ask about them, and validate your business with reviews. You need the following pages: individual products and services pages, Contact Us page, FAQ page, Reviews page, and an About Us page. We recommend having an offer on your website that visitors can get in return for subscribing to your email list.

2 What do you do when your competitors cut prices?

You have to match their prices if you can't differentiate your service from them in any way. Before you cut your prices, you should look at why you exist. Do your customers only buy from you because of price? What are your unique abilities and benefits you offer your customers? If you can't develop ways your business is different, then you would be forced to cut prices to stay competitive.

3 How to get 2,000 visitors on my new website?

There are three main ways to drive traffic to your website. But, you should note that it may take time to reach the 2,000-visitor benchmark.

- 1) Write SEO content that drives organic traffic to your website. This includes articles and pages about services and products you offer. Aim for 500-1000 words per page.
- 2) Run Facebook and Google ad campaigns that drives traffic to your website; include valuable information that makes them want to come back for more. You could provide deals or special offers to those who sign up for your email list.
- 3) Promote your website with social media and tell your in-store customers about your website

4 What exactly is Getty Images?

Getty Images is a royalty-free, high-level stock image website. Every image costs over \$100 and increases as the quality of the image increases. It's commonly used by media outlets and in editorial writing pieces. A cheaper alternative is Adobe Stock for design teams or Pexels for free stock images.

5 Is screenshotting pictures illegal?

No, screenshotting images is not illegal. However, how you use that screenshot could be illegal. If you use, publish, or share copyrighted images without the rights or licenses to that content, you're infringing on the owner's copyright and could face legal repercussions. For example, claiming content that you do not own and attempting to make money on it, would be illegal. There are many uses of screenshots that are fair use.

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?

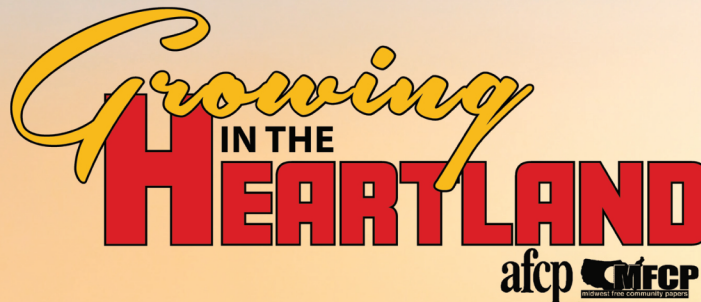
White Label means that all the branding has been removed so you don't have to worry about some other company's information showing up. You'll receive a Word document that you can simply paste into a MailChimp, Constant Contact, or other email program template. You can set up your template to look any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

Steve, your best salesperson has just told you of his latest sale—a 13 week contract to Frank, owner of Frank's Bakery. Frank is doing good business even in the face of the COVID-19 situation. He has been running occasional ads but decided he needed a more consistent campaign to attract more business. This has been a tough selling job and Steve is very proud of his accomplishment. Now, as you might expect, Frank is going to carefully track the response to his advertising campaign in your paper, even though Steve has sold him on the idea of a very creative campaign to tell the story of his business and that readership will be like a snowball, slowly building as time goes by.

A PREDICTABLE REACTION FROM OTHER MEDIA

In the days following the first ad of the 13 week program, Frank gets customers but also gets a lot of attention by a cable TV person, 2 radio station people, and a salesperson from the local billboard company. All these people say their medium can do better in reaching Frank's audience, both in numbers and cost. By the time Steve goes back to Frank the next week, Frank has developed some doubt about the wisdom of the 13 week contract.

STEVE NEEDS HELP TO COUNTERACT THE COMPETITION

Keeping communication lines open and active between your publication and Frank are imperative to offset competitor claims, which are frequently aimed at undermining Frank's confidence in your publication. An excellent device to help the situation is a monthly newsletter about the paper's news features, success stories about your advertisers, information about upcoming promotions, and community events sponsored by your publication. Although the newsletter could be sent electronically as e-mail, it might have more impact as a printed piece delivered by postal mail. Another valuable service in the newsletter is to provide source material from trade association publications devoted to retailing and marketing. Your sub-

scription to these publications will help you further understand the inside aspects of the advertiser's business.

WHAT ABOUT A ZOOM MARKETING SEMINAR FOR YOUR CUSTOMERS?

You can achieve a huge public relations hit by sponsoring a Zoom seminar for your inactives, regulars, and prospects. This approach has proven to be very effective and will be the best way to reach your advertisers during this crisis. You will need a Zoom host to set it up and all the advertisers need to do is to click on a link supplied to them to be in the seminar.

The end result is to have your customers far more receptive to your salespeople and less inclined to look around at other competing media competition. Of further note, this will be a complimentary seminar. Your publication is there to help your advertisers in the face of a continuing crisis

HERE IS A GOOD AGENDA FOR SUCH AN EVENT:

1. The psychology of advertising—why advertise now during a COVID-19 time?
2. How to build a great campaign
3. How to develop a good marketing plan using print/digital/social media
4. Understanding media advantages and disadvantages
5. Nuts and bolts of good ad design
6. Small group workshop exercises

ADVERTISING IS WAR

Would a General fight a war without knowing the size and composition of the opposing forces? Advertising salespeople with inside information about their competitors' strengths and weaknesses are better able to understand their own and adjust their selling strategy accordingly. The bottom line is that you present yourself and your publication in such a way that you effectively

Ways To Keep The New Customer Sold During the COVID-19 Crisis

By Bob Berting - Berting Communications

counteract other media competition.

See Bob's website at www.bobberting.com where you can opt-in to receive his Advanced Advertising Sales Monthly Memo, learn about his consulting service and see how he can become a columnist for your publication. You can also purchase his three e-book bundle for the newspaper industry, and learn more about all his training services including his tele-seminar and webinar programs. Bob is a professional speaker, sales trainer, and publisher consultant and has conducted over 1500 seminars for newspaper advertising salespeople, management, customers, and print media associations. Contact Bob at bob@bobberting.com or 317-849-5408.

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

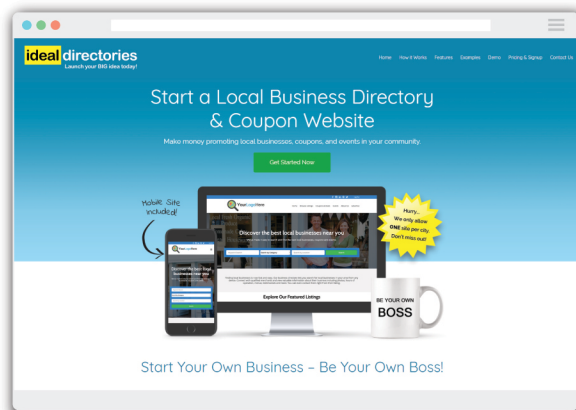
What is it?

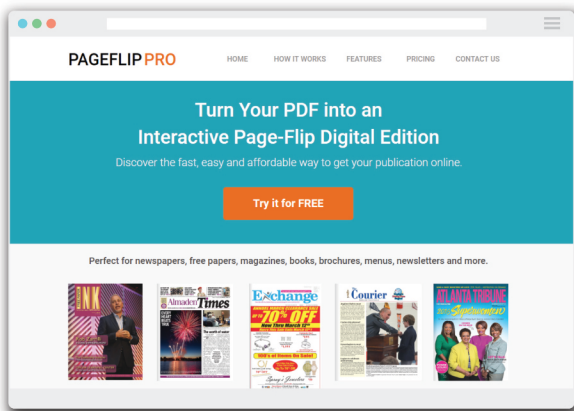
Turn-key business directory and coupon website that can be branded for your publication and market. Can easily be "bolted-on" to your existing website or run independently.

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?

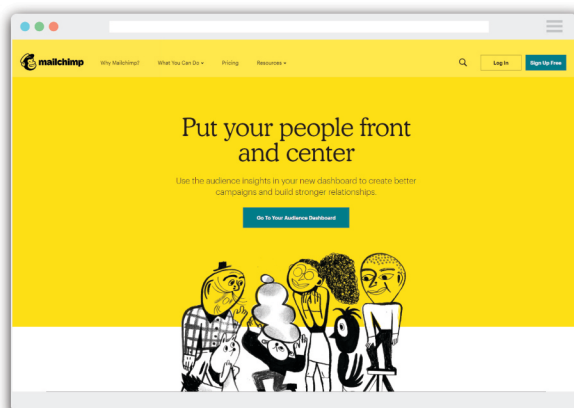
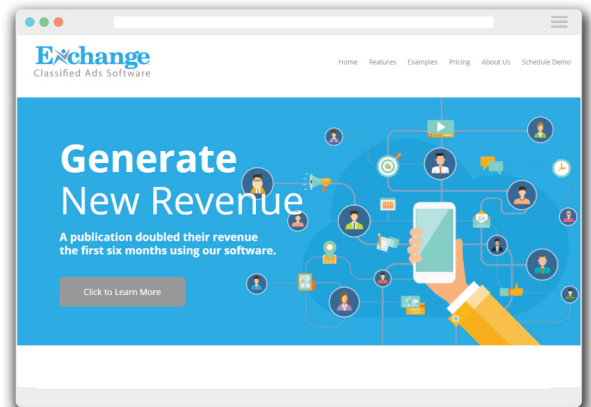
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

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

The Future of Newspapers Lies in the Small Town.

by Peter Wagner

The once six-day-a-week, 16,000 circulation newspaper to the north of me reduced its publication schedule to three days a week a few years ago and to just one day this summer.

The newspaper, which was once praised all across the Midwest for its innovative editorial coverage and creative revenue ideas, thrived and grew under three generations of family ownership.

Then the paper was sold to an out-of-state group and circulation and advertising income began to drop. Now, following numerous ownership changes, the paper's subscriber numbers are estimated to be less than a fourth of the once 16,000 number.

Sixty miles south of me Lee Enterprises' Sioux City Journal announced last month it would no longer print a Monday or Tuesday edition and would only deliver that issue online.

The problem for smaller, local publications is their potential to continue publishing is too often judged by what is happening in the often overstuffed, financially extended daily market. "As goes Gannett and McClatchy," the naysayers whisper, "so goes the entire paper publishing business."

But while many smaller home-owned and owner-managed papers also are struggling — especially during the downturn brought about by the coronavirus — some continue to excel. Over the long haul, it will be the smaller, local newspapers and shoppers that will survive.

There are a number of reasons for this, including closer relationships with local retailers and fewer competing digital news sites than in a bigger metro market.

But the biggest reason is community papers still search out and print a great amount of local information that cannot be found anywhere else. It is not included in the local radio station's five-minute repeats of the day's news or

on even the area's most off-the-wall website.

While metro papers have been cutting sections, laying off newsroom, circulation and sales-related employees — choosing to fill their pages with USA Today or other nationally syndicated material — community papers have kept their focus local.

With what has always been an affordable, small but highly dedicated staff, hometown papers have continued, even during the ravages COVID-19, to gather and publish local information important to, and desired by, those who live in the circulation area.

That information runs from what decisions were made at the last city council or transpired at the county supervisors' meetings to photos and biographies of the school district's new teachers as well as the county fair queen and her court. Local names, events and the opportunities to save at nearby stores are what continue to be important to readers today. Local is what is missing from too many metro publications.

Community paper publishers have the advantage of personally knowing and interacting with the majority of their advertisers. While metro and local markets will continue to lose retailers during the difficult period we're experiencing, most small community businesses are managed by owners who actually live in that town. Local publishers and business owners regularly rub elbows with those shopkeepers at the weekly Kiwanis Club meeting, the Main Street coffee shop or the Friday night ballgame. Publishers, staff and local business owners feel comfortable with each other, trust each other and call each other by first names. Contrast that with metro markets when chain store managers can be move to another location with just a few hours' notice.

It's the volume, uniqueness and quality of the local paper's content that continues to make hometown publications appreciated and essential to the local community.

But that doesn't mean the future will not bring change. Smaller community publishers need to use this downtime to consider what they might do differently tomorrow — and the months down the road. What new services or publications could be added to the operation's revenue stream? What new income could come from creating a community magazine, providing local businesses with content or advertising website design or by investing in digital commercial printing?

Or how about adding a greeting card shop or paperback bookstore to the paper's reception area to increase day-to-day traffic? And here is a wild idea: Why not turn the paper's front area into a coffee shop? Coffee shops turn a good profit and provide a great listening place for learning what is going on in the community.

Community papers still have a solid future. But continuing to do things the same old way may be holding some back. The traditional way things have al-

ways been done may be holding some community papers back.

The best way for hometown papers to fit into the new normal to come is to consider what changes need to be made right now.

Peter W. Wagner is founder and publisher of the award winning N'West Iowa REVIEW and 13 additional publications. This free monthly GET REAL newsletter is written exclusively for State and National Press Associations and distributed by them to their members. Get Wagner's free PAPER DOLLARS email newsletter for publishers, editors and sales managers. The two monthly email newsletters contain information completely different than found in Wagner's monthly Publisher's Auxiliary column. Wagner can be contacted by emailing pww@iowainformation.com or calling his cell at 712-348-3550. ■



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Print Is Not Dead

by Jackie Lisk

Everyone knows digital media has exploded and print circulation is in decline, but marketers who buy into the mistaken notion that print is dead and buried are doing themselves a disservice and missing out on a very real and, ironically, novel way to connect with their target audience.

Print hasn't disappeared, but its role sure has changed. Newspapers, for example, are no longer the cornerstone of marketing. Heck, neither is TV! People have more news and entertainment choices than ever before and myriad ways to consume them. Advertisers have to embrace an integrated content marketing approach. What's funny is that print, once the old-fashioned content marketing staple, can now actually feel unique—a way to break through the digital advertising clutter.

Global spending on paid media is estimated to hit \$542.55 billion by year-end, according to eMarketer, and digital marketing is soaring. This year, U.S. marketers spent more on digital advertising than on TV for the first time. Meanwhile, global print advertising is expected to decline 8.7 percent to \$52.6 billion, according to estimates by Group M.

But “billions” is quite a ways from “zero.” Advertisers still believe in the value of print, just as consumers do. In fact, in the U.S., 90% of adults still read print magazines.

Publishers are reevaluating the role print will play in their portfolios, with some choosing to print less frequently, or in cases like The Independent, which has morphed into a digital-only news company, not at all. In October, The Media Briefing, a news platform for global media professionals, took an in-depth look at the state of print. Chris Sutcliffe, its news editor, proposes that a “pop-up publication” called The New European could represent the future of print news. Print could serve “as an artifact for expounding on topics and delivering analysis that requires time to digest,” he writes. In earlier commen-

tary, Sutcliffe notes that “a print product doesn't necessarily have to have a lengthy run in order to be successful.” There are merits in niche publications produced to serve a clear communication need.

Mediaplanet takes a cross-platform approach to raising awareness, producing niche print magazines in partnership with the world's leading newspapers along with corresponding digital content. As digital's dominance increases, our print offering becomes even more unique – a way to rise above the white noise. Here's when and why brands are opting for the power of print.

Standing out amongst the ever-growing volume of digital content can be challenging. Advertisers use print as a way to make a lasting impression with an audience. Last year, The Content Marketing Institute (CMI) predicted a surge in print magazines from brands, many of which view print as a less competitive medium. The content marketing company Contently won the Best Brand Publication award at the 2016 Digiday Content Marketing Awards for its print magazine, Contently Quarterly. Its editor-in-chief, Joe Lazauskas, calls it one of the most important things that they do.

There is something human and substantial about a print publication. Sales teams can leave printed materials with clients and prospects. Executives can use print collateral as tools at conferences and tradeshows. Mediaplanet produces many of its niche campaigns in partnership with such events, a strategy that makes it possible for clients to distribute copies in-person, in addition to reaching readers via newspaper distribution and on our digital platforms.

Lincoln Electric, a global manufacturer of welding products, launched its new print magazine last year to help fill a need for its audience and its sales team. Its marketing communication manager, Craig Coffe, tells CMI that the magazine is bolstered by its digital presence and also serves as a way to drive online



traffic. This feels like a good time to mention that Mediaplanet takes an integrated approach to its content by promoting multimedia elements like bonus digital content and interactive social media features in our print pieces. Just sayin’.

You can’t put a website on your coffee table. If you want to show-off design, print is your medium. There is a reason why catalogs are still popular, even for businesses that do the bulk of their sales online. Print is also absolute. It is what it is. Your work can’t be altered and shared in bits and pieces or endlessly revised.

The Columbia Journalism Review calls print “the new ‘new media.’” It describes its resurgence, and notes publishers that have recently launched new print projects, including Tablet, Politico, California Sunday Magazine, Dogster, and CNET. The article explains that, in some ways, launching a print presence is simpler since digital’s emergence because you can more easily find and connect with audiences and measure their response to topics, which makes it easier to create a print publication that truly meets their needs.

1- IT IS EASIER TO CUT THROUGH THE CLUTTER

2- PRINT IS TANGIBLE

3- IT IS A COMPONENT OF A DIVERSE, CROSS-PLATFORM STRATEGY

4- PRINT IS BEAUTIFUL

5- PRINT IS NOVEL

What’s old is new again, and in this case, new and old can work together in innovative and powerful ways. ■

Graphic Hooks

By Ellen Hanrahan

Once again, life on the inside... and still going through the “piles” of pieces of my life, that for whatever reason, I thought I needed to hang on to. Although, I have found some artwork that I had forgotten about and that definitely needs to be framed and displayed! By and large, most of the “stuff” I’ve uncovered is only creating clutter in my life—and since I have no place to go, this is a great time for me to delete the clutter.

Creativity

I did come across a magazine called the “*Utne Reader*” (The best of the alternative press) from March/April 1992. The striking headline **Are you Creative** piqued my interest and I’m sure there was a reason that I hung on to it for the last 28 years!

In a nutshell, the word creativity seems to have become associated with the word “artist.” But in the broad sense a creative person is one who can come up with a better or new way of doing things when faced with a problem or situation in which they have little or no control. Sound familiar? All that customer information in a specific amount of space in a short amount of time?

Creativity in 4 ads

Let’s take a look at the “creative” evolution of a 2x2. The top ad is the “oldest” and the original graphic designer used artwork to “decorate” the ad—as I’ve stated, artwork needs to be integrated and contribute to the message. Otherwise for the other three, there are slight variations in the type size, spacing and positioning of the content.

I thought the rope border seemed out of place, but I didn’t want to make a drastic change, so when I updated the ad, I softened the contrast a bit. I usually try to stay away from gradients, because on newsprint, the gradient tends to bleed (that’s dot gain) a little too much. Third ad from top has addition of color.

The bugs were also a little too cute and I was looking to make this a bit more of a serious problem. I used a font from the *P22 Type Foundry* called “Insectile” that gave me a variety of slightly more real bugs (additional segments for that creepy bug on the bottom can be used).

The bottom two ads never ran, but I am showing you the evolution and thought process in working with this small space ad.

The top three ads have lots of little graphics... but what if we did just one large attention-getting graphic. And what if I highlighted “a problem” by making it stand out in a different way then by making the text just bolder. I changed the typeface for the bugs so that “a problem” was more pronounced.

Putting the large ant on a green rectangle emphasizing “a problem,” I was able to visually tie the thought of a bug/problem together in a more succinct manner. Plus, I like the way the ant legs help point to the problem critters and also point to the name of the company.

It is easy in our business to just make changes from the previous rendition without actually thinking about the message. One large graphic can provide more emphasis than a lot of little artwork. This ad would also be effective in black and white. A different perspective is sometimes all you need to improve the effectiveness of the message.

The bottom line is there is no one right way to present the information, but there are always better ways of using that same space... you may need to rethink your approach to come up with a better choice.

Final thoughts, my problem...

My *Font Management* program, *Suitcase Fusion 7* was giving me a bit of difficulty (I think it disappeared!) Well, apparently I may have missed an e-mail notice or two telling me that support for that program was over, so I went to the *Extensis* website to update only to find out that they are now subscription based—what, they didn’t like that I only upgraded every 3-4 years?!

Of course, I need the program, so after \$84 + tax, I now have the latest version. However there have been a few changes, so now I have to watch tutorials on what I missed! Yeesh!



**Wasps · Bees · Hornets
a problem?**

TAZMAN Pest Control
Bill Johannsan, CERTIFIED APPLICATOR
General Pest Control—Specialty: Bees, Wasps, Hornets
262-555-5555



**Ants · Beetles · Centipedes · Mice
Spiders · Silverfish · Cockroaches, etc.
a problem?**

TAZMAN Pest Control
Dale Christianson · CERTIFIED APPLICATOR
General Pest Control—Specialty: Bees, Wasps, Hornets
262-555-5555



**Ants · Beetles · Centipedes · Mice
Spiders · Silverfish · Cockroaches, etc.
a problem?**

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General Pest Control—Specialty: Bees, Wasps, Hornets
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Until next time...

Ellen Hanrahan hanrahan.ln@att.net ©2020

Each week I read a number of customer service and customer experience articles from various resources. Here are my top five picks from last week. I have added my comment about each article and would like to hear what you think too.

CAN ARTIFICIAL INTELLIGENCE IMPROVE YOUR CUSTOMER SERVICE? BY MITUL MAKADIA

(Business2Community) By transforming customer service interactions, AI-powered digital solutions are prepared to improve every aspect of your business including online customer experience, loyalty, brand reputation, preventive assistance, and even generation of revenue streams.

My Comment: There is a lot written about chatbots and AI (Artificial Intelligence). I have seen incredible strides over the past few years as these technologies improve. The question is, do they really improve your customer service? This article has plenty of information to make the case. As you read this, keep in mind, you must maintain the balance between what you do in the digital world and how you connect in the human-to-human world.

13 ACTIONABLE TIPS TO ATTRACT MORE CLIENTS TO YOUR LAW FIRM BY JACOB MASLOW

(LegalScoops) Here are actionable tips that can be employed to successfully maintain and grow client relationships, which results in a profitable customer base for your law firm.

My Comment: Just because this article is about attracting clients to a law firm, don't think you can't learn from it. Any – or maybe even all – of the ideas are appropriate for most businesses. You can call them clients, customers, patients, guests, members, etc. You want more of them, then read this article. And, for many of these ideas, you won't need

much of a budget. It's just doing the work.

THE 6 PILLARS TO CREATE A POSITIVE DIGITAL CUSTOMER EXPERIENCE (DCX) BY ANDRE HAVRO

(Business2Community) With a global crisis forcing many companies to close or operate at reduced capacity, it may be surprising to learn that consumers expect service to remain unchanged. It is apparent people want to feel seen, recognized, and appreciated by the companies they choose to support.

My Comment: The article starts with a comment that in spite of the global crisis that has forced change on many businesses, customers still expect customer service to remain unchanged. That's an intriguing statement that is then supported with six "pillars" (actually strategies and tactics) to help you and your organization deliver a better digital experience.

WHAT'S THE DIFFERENCE BETWEEN CX AND UX? BY QUALTRICS

(Qualtrics) The terms CX and UX are often confused or used interchangeably. Here we define each one and explain the differences between them.

My Comment: Is there a difference between CX and UX? Of course, there is, and this article will not only point out the differences but also give you some actionable ideas and best practices. I like articles with bullet points. They are typically short and concise nuggets of information. There are plenty of them here. Eighteen to be exact.

5 WAYS TO ELEVATE EMPLOYEE SATISFACTION THAT BOOST CUSTOMER SATISFACTION BY ANJAN PATHAK

(CustomerThink) Customer wellbeing has become the most crucial factor to consider when you want your business to grow. To achieve this feat, it's vital to account for your employee's satisfac-

5 Top Customer Service Articles

by Shep Hyken

tion, who deals with customers directly or indirectly.

My Comment: If you want a good customer experience, then take a look at the inside of your business or organization at the employee experience. That's where it starts. While there are a number of ideas, pay attention to number three, which is about conducting employee feedback sessions. Many companies focus on getting feedback from their customers. It's just as important to know how you're doing with employees. Remember, what's happening on the inside of an organization is felt on the outside by their customers. ■



IFPA Board Meeting Minutes

IFPA BOARD MEETING, THURSDAY JULY 16, 2020 10:00 AM EST, 9:00 CST

Members in attendance: Rick Wamre, Jimbo Marston, Manuel Karam, Jane Quairoli, Shane Goodman, Joyce Frericks and Executive Director Douglas Fry

Rick called the meeting to order at 9:00am

MINUTES: DOUGLAS

Jane made a motion to approve the minutes from the previous meeting. Manuel seconded the motion. All in favor. Minutes approved.

TREASURER'S REPORT: DOUGLAS

Accountant has filed an extension to file taxes. However, the organization is expected to owe \$6,600. in additional taxes. Douglas paid that on July 15, 2020.

Jimbo made a motion to approve the Treasurer's Report. Jane seconded it. All in favor. Treasurer's Report approved.

SEPTEMBER EVENT: DOUGLAS

Douglas, Shane and Manuel had a very productive meeting. The format will be the same as the last event in that all day Friday will be hour long independent topic presentations. Will Thomas will be presenting on Saturday. Douglas asked what the board thought about inviting sales people from their papers virtually. The board liked the idea. They decided there would be no fee and unlimited access for employees of paid attendees and

a \$100 fee for unlimited access to non attendees and non members. Shane suggested having someone who has been successfully managing people remotely give a presentation with tips and ideas. Joyce will if there are no other suggestions. Douglas will reach out to Loren at AFCP to see if he has any suggestions. August 15th is the deadline for cancellation. However, due to the current Covid situation costs will be refundable.

IFPA/AFCP JOINT EFFORTS: RICK

No updates as of yet. No answer yet on the Non Profit/For Profit discovery. Still being looked into. The pro bono Attorneys for both organizations will be meeting or have met. Rick has not gotten an update. Some key talking points were discussed. Waiting on the recommendations of the attorneys. Rick has asked that they return with a plan/by laws two weeks prior to the September event to give the board members of both organizations time to review before the meeting. Rick suggested members be thinking about a name for the organization.

"The goal is to be a strong organization that looks to the future and those that come after us." -Joyce

"The goal of the September meeting is to come away knowing if we are moving forward with the unification plan or not." -Rick

Rick asked for a motion to adjourn. Jane made a motion to adjourn. Manuel seconded it. All in favor. Meeting adjourned at 11:08am EST



Combining Print and Digital

By Alexander's Print Advantage

The more I work with companies and clients on marketing projects, the more I realize that every marketer or business manager should embrace tactics that integrate digital technology with print. Studies show that traditional media spending is still on par with digital media spending, indicating there is still a lot of value in traditional media, like print. However, many people have a hard time investing in print when we live in a technology-based, digitally-driven world. But, print and digital media aren't mutually exclusive.

A while back I went to visit with a local company to consult on some marketing projects. As I suggested using printed items as part of their business collateral, they refused. Almost everything this company did was digital or paperless. They didn't even use paper business cards. Digital marketing was working pretty well for them, and they just didn't see a need for print. These guys were adopting new technology without realizing that in doing so, they were neglecting the major benefits of print. I am confident that if their marketing department could utilize printed collateral in conjunction with their digital approach, they would see business expansion. I don't think new technology will always replace old technology. Rather, old technology can adapt to the new technology to create the most effective, middle-ground offering. In short, we need to adapt our print projects to fit into the digital world.


One way to integrate digital offerings with print is through direct response

pieces. This means that you are using a printed (2D or 3D) item to drive people to online landing pages or digital offerings. From there, the digital elements engages and drives them to act. This can be done with quick response (QR) codes that smartphone users scan to access a page. You can highlight social media platforms that users are encouraged to visit to share photos or other information. Marketers with larger budgets are even offering augmented reality campaigns

Sports Illustrated recently showed us the combined power that print and digital media offers. After improving their Android and iPhone app, Sports Illustrated printed a cover of their magazine that encouraged readers to download the free SI app. Readers could then use their smartphone to scan the printed magazine cover and receive additional images and information not included in the printed magazine. Using the app, readers would pass their phone over the printed piece and images that link to preview videos and player interviews would appear. The print reached people while the digital technology engaged them.

Whether you use print to drive your audience online using a QR code, or smartphone app, the world of marketing can truly be embraced by pairing print and digital media.

Alexander's is a full-service print and fulfillment and marketing communication firm in Lindon, Utah.



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