MARKETING ADVISOR

ISSUE FORTY-ONE

abbott™
COMMUNICATIONS GROUP

CAPTURE *the* ESSENCE *of* YOUR MESSAGE

HARNESS THE POWER OF INFOGRAPHICS AND PRINT

ALSO IN THIS ISSUE: Creating Customer Personas • 5 Steps to Maximizing Your Print Investment

5 STEPS TO MAXIMIZING YOUR PRINT INVESTMENT

We love print. We're experts at it! But we also know that in addition to being tangible, credible, and attractive, print must be efficient and cost-effective to make it fly. That's why we want to help you get the most out of it. When evaluating the options for your next project, here are some things to keep in mind.

1 **WAREHOUSING.** If you are printing longer runs to keep down your per-piece cost, make sure you know what it costs to warehouse those documents. Storage isn't free. Even if you are storing your documents on-site, that physical space has costs of its own, including heating and cooling, utilities and insurance, and staffing. The true cost of stored documents includes the printing + the warehousing cost.

Sometimes storing longer print runs is still the most cost-effective option. Other times, you can save by printing shorter runs or running JIT production. Which is most cost-effective for you? Let us work up the numbers!

2 **OBSOLESCENCE.** Do regulations, pricing, or product descriptions regularly change in your marketing materials or print collateral? How about names, phone numbers, or email addresses on business cards, internal forms, and other documents? If you are tossing inventory every time there is a change, your per-piece cost may be higher than you think it is. If you have moderate to high document churn, printing on demand using digital or small-format offset may save you money in the long run.

3 **COST SAVINGS FROM 100% WHITE PAPER PRODUCTION.** Are you preprinting offset rolls, then overprinting with black-and-white or variable information? With today's new digital technologies, some marketers are finding that for the right jobs, 100% "white sheet" production (in which every piece is printed on demand) can be more cost-effective, even when printing in full color.

4 **ERRORS, REPRINTS, AND DUPLICATION.** How is your printing ordered? Is it being funneled through a single person or department? Or are multiple people placing orders within your company? How are you ensuring against duplication, ordering errors (such as ordering materials that are outdated or have unapproved changes), or other factors that can increase your costs? Letting us centrally manage your print documents may save you money.

5 **RETURN ON INVESTMENT.** Could your marketing materials bring you greater return on investment if they were targeted or segmented? You may get the lowest per-piece cost by printing long static runs, but if you are not taking advantage of opportunities to increase revenues, you're leaving money on the table.

Want to maximize your production cost and efficiency?
Let us look at your print and document workflow from soup to nuts.
There may be simple changes that can make a huge difference.

Creating Customer Personas

Whether you are printing your marketing and collateral materials using offset or digital, whether your documents are static or variable, customer personas are a critical piece of the marketing puzzle. What is a customer persona? It is a "bucket" into which you place your customers or prospects that guides the messaging used in your communications.

Let's say you're a software marketing company.

You know that your best customers tend to be:

- middle managers,
- quality control managers,
- and IT staffers.

You create a persona, or theoretical personality model, for each bucket that describes not just their demographics (age, gender, vertical market, company size, department size), but also what makes them tick, where their pain points are, and what motivates them to make purchases. This lets you craft messaging, not around impersonal data, but around the needs and personalities of real people.

The QC manager and IT staffer will have different motivators and personas. Seeing them as people—personas—helps you craft more effective messaging that connects with them in a way that is most likely to convert to a sale.

Let's look at theoretical Middle Manager in Vertical Market A.

Customers or prospects fitting their persona might be:	• male or female • 35–45 years old • in an income bracket of $80,000–$100,000
Based on feedback and customer research, you know that middle managers are:	• upwardly mobile and driven to prove their value to the organization • struggling with legacy systems, turnover in their departments, and lack of resources for training

Based on this persona, you can craft messaging that touches on real stress points, presents concrete solutions, and prompts purchase decisions.

Example 1: *A traditional marketing approach WITHOUT using personas might be:*	*"Dear Karla, our software will help you increase the productivity of your department and churn your work out more quickly. Talk to us about how our award-winning software can work for you!"*
Example 2: *Using knowledge from your personas, your NEW approach might be:*	*"Dear Karla, ready to tear your hair out with legacy systems? Need to transition to a new system but can't find the time? Let our professional, on-site training and 24-hour tech support help . . ."*

Need help? Talk to us about using personas to change the way you think about talking to your customers!

Where can you use personas?

DIRECT MAIL

SEGMENTED NEWSLETTERS

TRADESHOW BROCHURES

EMAIL CAMPAIGNS

SALES COLLATERALS

EVERYWHERE ELSE!

3

WHAT PRINT CAN LEARN FROM INFOGRAPHICS

Have you noticed? Print design is starting to look more like infographics these days—and for good reason. Customers are busy, and when customers are busy, it's often easier to absorb information in a graphic snapshot than in lengthy text. With an infographic, people can skim and absorb the main points in a matter of seconds. You can apply the same benefits to print communications too.
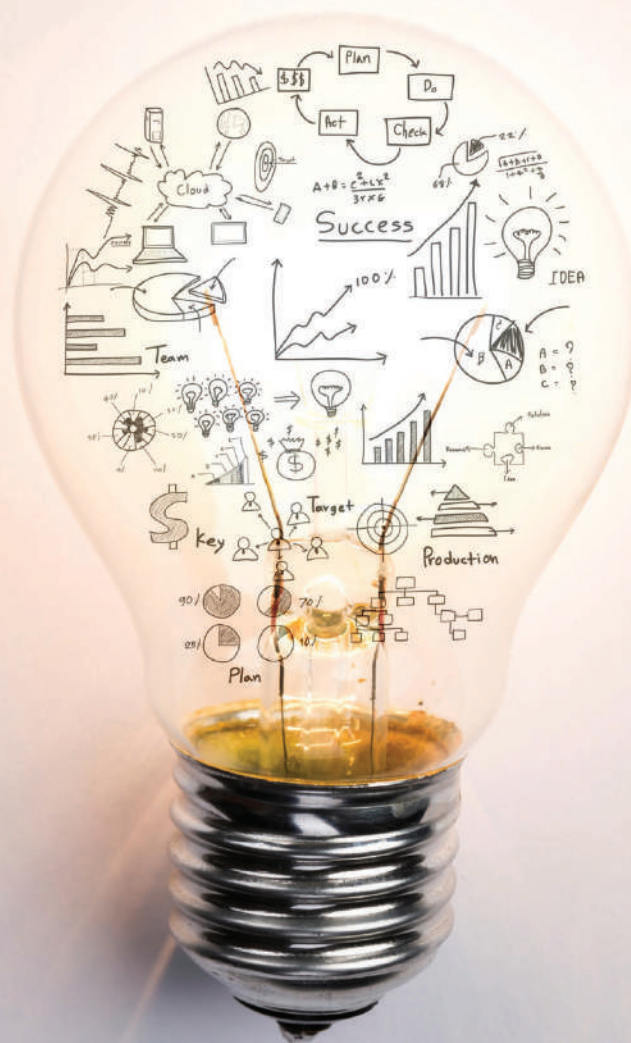
Three ideas to help turn your marketing message into a powerful visual:

Swap text for graphics.

Often, there are points that can be converted to conceptual images without sacrificing content. Look for data or concepts that are just as easily (or more powerfully) expressed in graphic form. If you need help, tap your designer's expertise. Even if you can't see a picture in all of that marketing text, your designer most likely will!

Tell a story.

A great infographic tells a story. Let your print marketing graphics do the same. Even before reading the text, readers will absorb the main points simply by doing a visual scan of the page. When choosing the portions of your text to represent graphically, think about the story you want to tell. People remember stories a lot more easily than they remember numbers.

Chunk it up!

Just as there are text elements that can be converted to graphics, text can often be converted into bulleted or numbered lists. Even if your content isn't already in list form, breaking concepts into chunks can often be done fairly easily. Are there three top points? Five steps to the goal? Chunking up your content gives the customer's eye something to focus on, makes the content more memorable, and increases retention.

Learning from infographics does not mean that all of your print collateral should look like an infographic, however. Print has the unique ability to convey detailed information that other channels cannot. People trust print, and they will sit down and absorb a marketing brochure, a sales letter, or a newsletter article in a way they will not interact with website content or a blog post. But the infographics style has tremendous power for certain types of marketing content too.
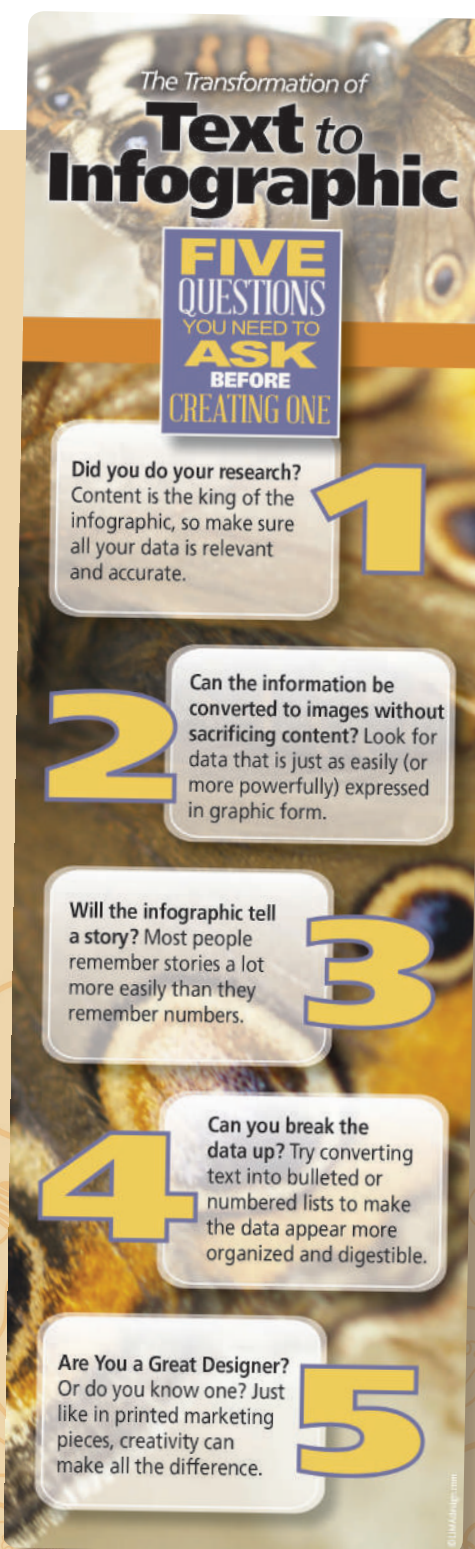
Think about when adopting an infographic technique will benefit your marketing message. Then mix and match your design styles to suit your marketing goals.

The Transformation of Text to Infographic

FIVE QUESTIONS YOU NEED TO ASK BEFORE CREATING ONE

1. Did you do your research? Content is the king of the infographic, so make sure all your data is relevant and accurate.

2. Can the information be converted to images without sacrificing content? Look for data that is just as easily (or more powerfully) expressed in graphic form.

3. Will the infographic tell a story? Most people remember stories a lot more easily than they remember numbers.

4. Can you break the data up? Try converting text into bulleted or numbered lists to make the data appear more organized and digestible.

5. Are You a Great Designer? Or do you know one? Just like in printed marketing pieces, creativity can make all the difference.

photos ©istock.com

MARKETING
ADVISOR

abbott™
COMMUNICATIONS GROUP

110 Atlantic Drive
Maitland, FL 32751
www.abbottcg.com

Scan the QR code & take a tour of ACG

Get the free QR Code Reader application for your phone at http://get.beetagg.com or http://get.neoreader.com

About Us

Abbott Communications Group is a full service communications company, committed to providing our customers with the ultimate quality products and exceptional customer service at a most reasonable price. Some of the products and services we offer:
- **Printing**
- **Mailing**
- **Design**
- **Promotional Products**
- **One to One Marketing**
- **Online Systems Management**
- **Fulfillment**
- **Shipping**

Contact Abbott Communications Group at 407-831-2999 or www.abbottcg.com and see how we can make your job easier!

About Us

Programs used:
InDesign CS 6
Illustrator CS 6
Photoshop CS 6

Paper used:
International Papers
80# Endurance
Gloss Text

Ink used:
Superior Vegetable-based Process Inks

Computers used:
Mac Pro

Press used:
Heidelberg CD 74

Bindery used:
Stahl Folder
Muller Martini
Saddle Stitcher