



Everyone loves this Stuff!



Stroll through a trade show sometime and see how much buzz a nifty giveaway creates. Next time you're at a conference, notice how eagerly attendees (yourself included) rummage through their "swag bags" to see what goodies the sponsors have provided. For event giveaways, corporate gifts, and dozens of other purposes, promotional products create an impression that lasts longer than any ad or business card.

And the evidence is much more than anecdotal. Recent surveys revealed that:

76% of respondents could recall the company name on a promotional product they had received in the past 12 months ... but only 53% could recall a single advertiser they'd seen in a magazine or newspaper in the past week.

72% of trade show attendees who received a promotional item remembered the name of the company that gave it to them—and 76% had a favorable attitude toward that company.

Including a promotional product with a pre-trade show mailing increases the likelihood of attendees stopping by the booth.

Here at Auburn Printers and Integrated Marketing, you'll find the perfect promotional items for your business or organization—and our helpful employees are here to make selecting and ordering products fast, easy, and yes, even fun. Contact us today at 1-888-282-8764 for personalized assistance.





Database Mirroring

Find new prospects with the qualities you are looking for by comparing their demographic profiles with those of your existing best customers.

You know who they are. They buy more. They click through more. They are your best customers and API-Marketing helps you find prospects just like them. We do this by comparing each of your customer's demographic attributes to the general profile of your prospect population. Those prospects that most closely match your best customers represent excellent marketing targets.

With up to 44 Mirrored Overlays its an easy-to-use service that statistically profiles your best business or consumer customers. With your house file we match against our comprehensive database of U.S. businesses and/ or consumers to create a customized market penetration analysis. The strength of Database Mirroring lies in its ability to provide up to 28 consumer and 16 business demographic overlays, revealing more information about your customers, so you can market more effectively.

The potential to reduce marketing costs and improve response rates\Database Mirroring enables you to segment existing clients so you can develop effective cross-sell campaigns, up-sell promotions, loyalty programs and other customer-focused strategies. Your marketing campaigns are based on statistically relevant data insights that help you focus on your most profitable customers. You may also improve campaign efficiency, as you bypass unproductive customers, while marketing to your best prospects.

The Bottom Line

- Profiles your best customers
- Use new data to engage new prospects by geography
- Targets your best prospects individually
- Sharpen your insight into your customers buying habits
- Provides you with low-cost customer analytics
- Maximizes ROI by targeting best prospects – in selected geographic areas – using cost-effective analytics

Give us a call or drop us an e-mail and we can talk through a solution to your next marketing project.





Do you know your brain? *Using Neuroscience to Understand the Role of Direct Mail*

By Millward Brown and the Centre for Experimental Consumer Psychology at Bangor University

Direct Marketing

Physical materials produced more brain response connected with internal feelings, suggesting greater “internalization” of the ads. DIRECT MAIL WORKS!

Royal Mail wanted to understand whether there are any differences in the communications effectiveness of physical and online media. Global advertising research firm, Millward Brown, in collaboration with the Centre for Experimental Consumer Psychology at Bangor University, undertook a study examining how the brain processes physical marketing materials, such as direct mail, compared to digital advertising materials presented on a screen.

Methodology:

Magnetic Resonance Imagery (MRI) scanning was used to look directly at brain activity and better understand how brain reacts in processing advertising,

Twenty study participants were shown both ads that were already in the market and an equal quantity of “scrambled” advertising images -- used as control to allow for the fact that physical material stimulates more than one sense.

The material was shown to participants on-screen and printed on cards and while participants interacted with the material, brain scans were used to assess how the processing of marketing messages was affected by the presentation medium.

Top-Line Results:

Tangible materials leave a deeper footprint in the brain

Note: This is not just because the physical materials stimulate both sight and touch; the subtraction of brain signals from the scrambled materials was done to account for this.

Ads shown on cards generated more activity within the area of the brain associated

with the integration of visual and spatial information, “suggesting that physical material is more “real” to the brain. It has a meaning, and a place. It is better connected to memory because it engages with its spatial memory networks.”

Physical material involves more emotional processing, which is important for memory and brand associations

When presented with a physical ad, more processing takes place in the part of the brain involved in the processing of emotionally powerful stimuli and memory. This would suggest that the physical presentation may be generating more emotionally vivid memories.

Physical activity generates increased activity in the cerebellum, which is associated with spatial and emotional processing (as well as motor activity) and is likely to be further evidence of enhanced emotional processing.

Physical materials produced more brain responses connected with internal feelings, suggesting greater “internalization” of the ads.

The parts of the brain associated with emotional engagement were activated more by physical ads than online material.

The brain’s “default network” appeared to remain more active when viewing direct mail. Activity in this brain network has been associated with a greater focus on a person’s internal emotional response to outside stimuli. For the purpose of this study, this suggests that participants were relating information to their own thoughts and feelings.

Take-Away:

The study concludes: “This research strongly suggests that greater emotional processing is facilitated by the physical material than by the virtual. The “real” experience that the physical media provides means it’s better at becoming part of memory. It generates more emotion, which should help to develop

more positive brand associations. The real experience is also internalized, which means the materials have a more personal effect, and therefore should aid motivation.





12 Common Mistakes on Brands' Facebook pages

by Justin Rondeau from www.prdaily.com

Everyone is talking about Facebook, but few businesses seem to be making the most of it.

Recent studies have shown that small businesses regard Facebook and social media as one of the most effective and inexpensive ways to promote their brand. However, I found that small businesses are by far the biggest culprits of the following Facebook mistakes.

If you are a small-business owner, heed this warning: Do not go on Facebook simply because "everyone is doing it"; go there because you are looking for a new, innovative way to promote your brand.

When I started doing research at TemplateZone for our Facebook page creation tool, my boss told me to find the top 10 small-business Facebook pages. I found zero. I started to look at some of the bigger corporations on Facebook and concluded that only a handful of companies really "get" Facebook pages.

So, I asked myself, "If big companies that have marketing departments with deep pockets don't get this, how will any small business or startup create a desirable Facebook page?" This question gave me a fever for Facebook fan pages. I started looking at as many as possible. I found that across the board there were some very serious issues that needed to be addressed. The great thing about these 12 common mistakes is that they are very easy to overcome. Most of these changes can be done quickly but have not been implemented by the greater Facebook population.

Check your page to see if you commit some of the most egregious mistakes you can make on Facebook.

1. Over-posting

Studies have shown that the No. 1 reason people "un-friend" another person is because they post too often. If friends and family members will drop each other for over-posting, what chance do you think your company has? Post one or two times a day with something substantial to say, and you will engage your fans without spamming them.

2. Syncing your updates with Twitter

Posting a lot on Twitter is an acceptable practice because it is a constant flow of information. However, people do not want their Facebook feed littered with status updates from your Twitter account. Keep your audience in mind

on social media; remember for Facebook to "post regularly, yet frugally."

3. Scheduling updates

A recent study by EdgeRank Checker showed that Facebook penalizes users of any third-party API used to update your Facebook page. The likelihood of engagement by a fan decreases by 70 percent when you use a third-party tool to update your statuses. EdgeRank Checker concluded that one major reason engagement drops is because Facebook collapses third-party updates and displays just one individual update for that platform.

4. Forgetting to set a default landing tab

This is one of the most common Facebook mistakes I have seen by small and large businesses alike. This step is crucial; a default landing tab with a clear call to action can increase your "like" rate by close to 50 percent. If unique visitors are just landing on your wall, they will not take part in any desirable actions (because you never asked them to).

5. Posting the same type of content

The Facebook EdgeRank dictates the number of impressions your posts will receive by measuring affinity, weight, and time decay. Different types of content hold a different weight, and this weight is also contingent upon how often this type of content is posted. When you are posting, keep in mind the adage, "Variety is the spice of life," and don't turn your status feed into an RSS reader or Flickr account.

6. Deleting fans' wall posts

This one is a big no-no. Fans will notice if you delete their posts and will call you out for doing so. If you are receiving bad comments from disgruntled fans, talk with them to resolve their issues. Never sweep them under the carpet, because those commenters will retaliate. (I was banned from a certain fan page for asking a question.)

7. Pushing the hard sell

Lately, there's been talk about social e-commerce, but this is still in its infancy. Use Facebook as a way to create and promote quality content to increase your brand's reach and authority. By updating daily about new promotions, you are only asking people to click, "Hide this post."

8. Removing fans' ability to post

I am often surprised by how many pages actually remove fans' ability to post comments on their wall. By removing this feature, you are making it much more difficult for a fan to engage with your page. The fear of social media is bad PR, but fans will find a way to talk about your company regardless of whether you remove posting ability. Wouldn't you want them to talk about your company in a place where you can defend it?

9. Regarding only vanity metrics

Now that social media has shown to have some tangible benefits, many organizations are hiring social media managers to increase Facebook likes and Twitter followers. Though increasing these numbers is important to your social reach, the more important number is your interaction rate. For posts on Facebook to be seen, you need a higher EdgeRank, and you get a higher EdgeRank through increased affinity. Your affinity increases with higher interaction rates; a page of 10,000 fans and no interactions is not doing your company any good.

10. Using a profile image that is too small

Your profile image is a great way to get messages across to current fans. A current fan always lands on your wall and may not know the latest and greatest happenings on your page. Use the full 180-x540-pixel profile picture to your advantage; this is a lot of real estate to promote new offers or Fan Only bonuses.

11. Interrupting conversations

When people start commenting and responding to one another, let them have their conversation. Offer your view as the conversation is dying down to give your expert take on the matter and spark more conversations. You need to find a delicate balance; don't neglect your fans, but don't smother them, either.

12. Forgetting to post community rules

By having a set of rules, either on a separate tab or in your information, you are setting clear guidelines as to what can be said on your Facebook page. This will help you justify yourself when you remove a disgruntled fan's post that used a lot of profanity (assuming that is stated as a deletable offense).



Jackie Weston raises money for Relay for Life

Jackie Weston, Emerging Services Manager of Auburn Printers and Integrated Marketing, is always a big part of the community and giving back to it. On Saturday June 23 Jackie and Peggy Seitzinger from Roper's Jewelers (An APIM Printing Partner) put together a Fun and Fitness day consisting of Zumba and Yoga Classes at the Holiday Inn of Auburn. Along with fitness classes the group sold refreshments and used books. All funds that were raised at this event went towards the pair's Relay For Life team the "Cancer Kickers." Many people in the community came out and it was a fantastic event for the team.

The team will be participating in the Relay For Life Event on August 18 at the Gold Country Fairgrounds. They plan on several fund raising events until the day of the Relay, one of which consists of selling Rubber Ducks for the Great American River Wild Duck Derby. This event is where Rubber Ducks will be racing down the American River on August 25th. Half the proceeds of the Duck Sales will go to the Relay team and the other half gets split between Auburn Chamber of Commerce and Protect American River Canyons (PARC) both of which are APIM Printing Partners.

