



## Giving Back Is What We Do

API-Marketing has launched our inaugural APIM GIVES BACK campaign for nonprofits in Northern California. This year, we're offering \$10,000 in "in-kind" printing and marketing services. The only requirement is that the nonprofit fill out a simple, one-page grant application, and submit it by July 26th. A select committee of local community leaders will review the applications and recipients will be announced in early August. "Our intent is to show non-profits how they can use an integrated marketing approach to attract new donors, and increase the lifetime value of their existing donor database," said Greg Parsons, Nonprofit Specialist for API-Marketing.

Online giving is one of the fastest-growing channels for additional gifts in 2013, but how do you get constituents online. It takes much more than a website and an e-blast to excite donors to contribute to your cause. It takes a persuasive campaign with multiple touches, using multiple channels to convince your audience to give.

As part of our APIM GIVES BACK campaign, we will be holding a 30-minute webinar on the "nuts and bolts" of an integrated marketing campaign. Nonprofits interested in applying for the grant money that we are offering should plan to attend. The webinar will be held on Thursday, July 11th, at 10:00am. Please



visit [apimgivesback.com](http://apimgivesback.com) for details.

According to our editor, Brad Weston, "I know there are a lot of businesses that read this eNewsletter that have their favorite nonprofit. All they have to do is pass this information along, and their nonprofit can sign up for the webinar and perhaps get a share of the \$10,000 in services. One way that nonprofits can be guaranteed NOT to be selected is if they fail to fill out a grant application. Nonprofits could use a little seed money to get 2013 donations looking better than ever. This is simply too easy not to do."

*The 2013 APIM Gives Back selection committee. Heidi Hall, Brad Weston, Cheryl Maki, Bob Richardson, Jennifer Montgomery, Dr Bill Kirby, Merrill Kagan-Weston, Wendy Gerig & Greg Parsons*

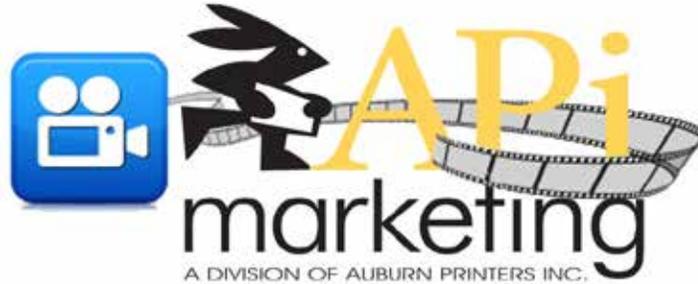


## Video Is HOT!!

To all businesses big and small, it's time to listen up. Although online video might not be the easiest marketing technique to take on, more businesses are carving out time and resources to ensure it's at the top of their list.

Videos are everywhere, everyone wants them and everyone watches them. Whether on desktops or smartphones, 183 million people in the U.S. watched over 37 billion online videos in October 2012 alone, according to comScore. With daily unique views jumping 30% in the past year, video growth shows no sign of slowing, especially as connections get faster and phone screens get larger. Total advertising spend is projected to nearly double - from 7.9% in 2012 to 14.5% in 2016.

So, why is this marketing marvel so effective? Many businesses both B2B (Business to Business) and B2C (Business to Consumer) use video because it can be simple and budget-friendly. In addition, YouTube videos often produce high rankings in Google, which boosts online presence and SEO (Search Engine Optimization) and draws in prospective customers who are searching for exactly what your business has to offer. Moreover, videos have the opportunity to go viral and accumulate millions of views, generating advertising with no extra cost to your business.



*Here are some tips to keep in mind before you start doing video:*

### **1. Keep the mobile viewer in mind**

When you produce and share videos, keep them short and shareable. Don't be afraid to allow text, graphics, and even your interview subjects to appear a little larger than you might have in the past, since mobile viewers will be watching on a smaller screen.

### **2. Avoid large blocks of text**

In place of large amounts of text on your website, use video, especially when explaining difficult concepts or when telling a story. The average time spent on pages with videos is twice as long as time spent on pages without video and large amounts of text.

### **3. Include video in email marketing**

People are tired of getting the same old emails. Integrating a video into an email marketing campaign has been shown to increase click-through rates. Which in turn gets more visibility for your company.

### **4. Use a call to action**

Place a call to action (CTA) at the end of your video. It's a great way to get your audience to sign up for your email list, register for an upcoming event, or browse your product and service list. Viewers of a product video are 64-85% more likely to buy after watching.

### **5. Keep it short**

The drop off rate increase exponentially every time you add another 30 seconds to your video. If you are marketing a service or product keep it close to 30 seconds. If they are interested they will find out what they need to know, and you can make that a longer video for greater content.

### **6. Testimonials are game changers for creating new business**

Show real people telling real stories about how GREAT you and your company have been to them. Make it sincere and make authentic. Here is a link to a video that we created for one of our customers:

[aub49.com/moreinfo/26472/](http://aub49.com/moreinfo/26472/)



### Lyle Westoby - Sales



I have been involved in all facets of printing since I was 15 years old. I love the challenge of taking a complex job and working with it to completion. With today's technology, printing equipment and personnel that we have at API-Marketing, we can handle it all!

When I'm not at work, my wife and I go camping in our motorhome. I also build and fly radio control model airplanes. The rest of my time is spent on yard work, helping friends and family or just plain puttering.





## Shred For a Cause

Secure Record Management and API-Marketing recently teamed up to raise money for Relay For Life and the American Cancer Society.

Relay for Life The shredding fundraiser event was held on May 8, 2013 and throughout the entire event there were lines of cars coming through the API-Marketing parking lot. The cost of the event was a five dollar donation for every bankers box of shred that was shredded. All of the shredding was done on-site and people were able to know that their sensitive documents were handled properly. Over 100 people visited the event and donated money towards the Relay for Life team "Cancer Kickers."

Jackie Weston, Emerging Services Manager and Co-Captain of "Cancer Kickers" said, "I am very impressed with how many people in our community came out in the middle of their work day to contribute to the cause." Because of such great community effort the team was able to raise over \$1,200 which was donated to the cause of helping to find a cure for cancer. "It is an organization that we truly believe in and has hit many times in the API-Marketing home. It is something we will continue to support," adds Jackie.

API-Marketing and Cancer Kickers Relay for Life Team would like to thank everyone that came out to donate and to Secure Record Management for donating their time and services for the cause.



*API-Marketing's Jackie Weston poses with Amanda Dixon in front of Secure Record Management's hi-tech mobile shredding truck.*