



## Prince Perfect is retiring but he needs your help!

Prince Perfect is retiring from Auburn Printers and Integrated Marketing, but is taking on one more task before he clocks out for the final time.

Prince loves to give back to the community, so he's using his gold watch to purchase 2 banners each for 10 different non-profit organizations or community events.

Choosing 10 organizations that are worthy of two, 3 X 8 ft banners is no easy task. The two banners are valued at over \$250, with total giveaway of over \$2500 in banners.

### Help Prince Perfect determine a winner:\*

Go to [www.apimgivesback.com](http://www.apimgivesback.com) and cast your vote. The organizations that are awarded the banners can redeem them at any time.

You can also follow Prince Perfect's retirement by liking our business page on Facebook at [facebook.com/AuburnPrinters](http://facebook.com/AuburnPrinters).

**\*UPDATE-NOVEMBER 2012:**

**THIS DRAWING IS NOW CLOSED, AND THE DRAWING WEBSITE IS NO LONGER ACTIVE.**





## Direct Mail hits the target

Direct mail is one of the most powerful and targeted ways to market your products and services, but it's easy to sabotage your efforts. Here are 10 pitfalls to avoid:

1. Not identifying your audience. Mail gives you the ability to target specific individuals, so take advantage of that strength and decide which segments will most likely respond.
2. Leasing a bad mailing list. Sending mailers to people who don't match your intended criteria is wasteful and could prove embarrassing, too. List brokers can help you find up-to-date lists that are tailored to your needs.
3. Relying on unclean data. Scrub your house list to ensure you're not mailing pieces to inaccurate addresses, the deceased, people who have asked to be taken off your list and targets who have moved or changed jobs.
4. Not presenting a compelling offer. You're sending a piece to motivate people to act, but your mail will do just the opposite if an offer is absent or lackluster. Tweak your offer — and the benefits of your product or service — to appeal to different segments.
5. Being impersonal. Personalizing your message can make targets feel like you value them individually and understand their needs and interests. Greeting them by name is one way; offering a personalized URL (PURL) is another.
6. Failing to indicate a call to action. Clearly spell out how people can take advantage of your offer (By phone? By e-mail?) and provide lots of choices. Create a sense of urgency so they'll act fast.
7. Using mediocre creativity. Copy and design that aren't engaging, relevant or easy to comprehend could turn off recipients before they even get to your offer. Professional copywriters and designers can help you best communicate your message.
8. Not continuously testing. Your campaign can always improve, but you'll never know how if you don't conduct small tests of variables like your list, offer, format and colors.
9. Omitting tracking mechanisms. You need to trace responses back to a piece to gauge how well it performed. Options include embedding codes on coupons and creating a special toll-free number.
10. Poor follow-up. Be prepared to quickly fulfill any orders or requests generated by your piece. If you disappoint a target who has raised his or her hand, why did you go through the effort at all?





## PODi Case Study: Combined resources propels chambers, organizations & clubs to gain new members.

This campaign involved direct mail and Personalized URLs to articulate four simple propositions to the target audience of small to medium size businesses in the locality. This was supported by outdoor and newspaper advertising to create a fully integrated customer acquisition campaign.

### REASONS FOR SUCCESS

*Best practices learned from this solution are:*

An integrated multi-channel campaign using both offline and online to drive traffic to an interactive website increases response and conversion rates. Offline advertising such as billboards, transport and newspapers can make a cross-media direct marketing campaign even more effective.

An effective strategy defines a clear marketing proposition backed up by simple messages and a strong offer.

A printer can provide marketing services to add value and build relationships by offering marketing consultancy, creative design, data management and website development.

The key result was a 51% increase in membership growth. The campaign was voted in the Top 5 business membership generation campaigns of 2010.

Download a PDF case study of the chamber campaign at: <http://rite4.me/cz1e> or scan the QR Code below.



# PODi CASE STUDY

## BRADFORD CHAMBER OF COMMERCE "ONE LESS WORRY" CAMPAIGN

Spending less means I invest more in the most important thing. My business.

Find out how Bradford Chamber can help Garden Marques become a more profitable business.

[www.ChristopherFawcett.onelessworry.co.uk/money](http://www.ChristopherFawcett.onelessworry.co.uk/money)

Provided by:

# AUBURN PRINTERS & integrated marketing

PODi is a global, member-supported not-for-profit organization. The PODi library consists of over 500 digital printing and marketing case studies from around the world.

[www.podi.org](http://www.podi.org)



## How Much of a Typical Video Online Is Actually Watched?

Some new statistics came out from Wistia, a video hosting company, who also did a similar examination a few years ago into video length. Their findings below bore out the same mantra I've been repeating for several years now. Shorter is better.

The below graph sums it up very clearly. In videos 0-30 seconds somewhere around 82% of your video gets watched or roughly 18% of your audience is clicking away from the video. At 30-60 seconds roughly a quarter of your audience is leaving and at 1-2 minutes over 30% are dropping off. The key takeaway here is your business video should be built to serve a specific purpose. The longer you make it, the less people will watch it to completion. So rather than cramming everything about your product into one video, break up that video into snackable content that will keep your audience engaged.

This graph sums up what the audience engagement is in videos of varying lengths. What this is showing, is that most of the audience is deciding in the first few seconds whether or not to watch and once they make the commitment, the engagement sort of levels off. The other dip you'll notice is toward the end when the videos are wrapping up. This can probably

be attributed to meandering wrap ups and summarizations at the end of videos. To avoid this, in addition to making sure you keep your videos brief and to the point, keep your call-to-action at the end of the video direct and to the point. In other words be direct with what you want the viewer to take for a next step whether that is to sign up for a demo, make a donation or to watch another video that takes a deeper dive into the product offering.

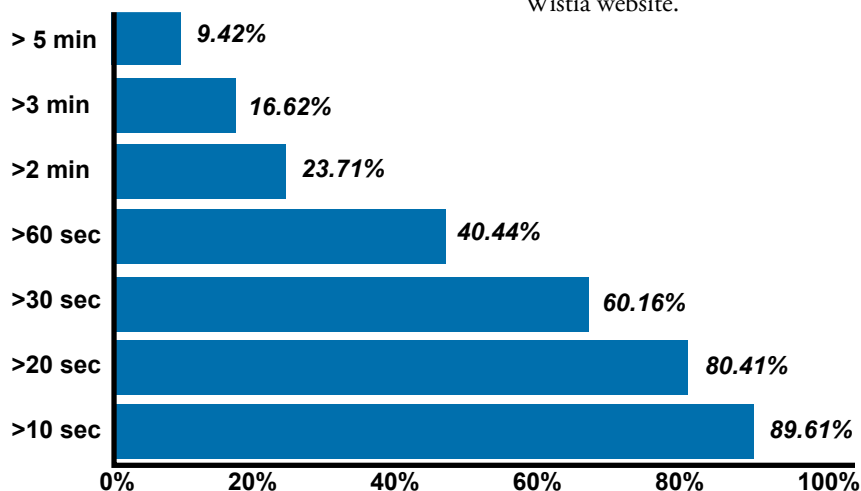
The statistics bear out that little has changed since my original post several years ago. Shorter videos are still providing a higher engagement level than longer videos. If you've got a lot to say and your message is more complex, consider breaking it down into shorter videos that can be linked together.

Think of your video content like your website. Would you put everything you have to say on the home page of your website? No, because the end user would get bored scrolling down your one page. This doesn't get them to interact, slowly developing that relationship with your brand through browsing your content. So why should your video content strategy be any different?

Thanks to Wistia doing the heavy lifting putting these statistics together by compiling millions of data points from videos they are hosting over the last couple years. You can read the full report on the Wistia website.



## Audience Attention Span







## Jordan Hickok - PrePress Manager



I started working at Auburn Printers as the low man on the totem pole, a delivery driver. I now manage the prepress and digital press department. I am good at solving problems when it comes to files that need to be fixed before being printed.

My wife and I bought our first house a year ago located in Auburn. We both enjoy the challenges of owning a home and we can't wait to start expanding to create our dream home for the time being. My goal is to own horse property for my wife's passion.

When I am not working I enjoy spending time with my wife, Loretta, and playing with my 3 year old son, Riley, and 15 year old stepson Dominick. When I get time alone I am usually in my woodshop building furniture or just tinkering. Sometimes that woodshop turns into a computer repair/build shop too, depending on the price of lumber.





## Relay for Life

When walkers took to the track Saturday for 24 hours, their trek was to honor those who are fighting cancer and those who they've lost to the disease, and raising money for research to help future patients.

"When you're out there walking, you just walk with yourself," said Joan Maxwell, who founded the event in Auburn 13 years ago. "You don't really know what the other walkers are thinking. It's sort of your spirit driving yourself."

Thirty-two teams from Auburn and the surrounding area have been raising money for months through bake sales, car washes, online drives and sponsorships. The total fundraising goal is \$90,000, according to event chair Peggy Christensen, and so far about \$55,000 has been raised. Last year, the Auburn Relay gave \$82,961 to the American Cancer Society.

Walkers have signed up for a multitude of reasons, from loved ones lost and fighting to personal battles with cancer. The opening ceremony Saturday began with the reading of the names of Auburn's survivors, and how long they've been cancer-free. The survivors then took the first lap around the track at the Gold Country Fairgrounds. After that, team members take turns making laps for 24 consecutive hours while their teammates help run informational, fundraising and entertaining booths for Relay-goers.

The "Cancer Kickers" sponsored by Auburn Printers & Integrated Marketing had several fundraisers prior to the 24 hour Relay of Life and sold used books and bake goods during the event.

