



## So, what's in a name?

For us, it's a lot. We've gone by many different titles over the last 60 years, and as a company, we've evolved significantly.

I am very proud of the organization we've become and would like to give a brief history of our company, the improvements we've made, and how we came to be API-Marketing.

The company was first established in 1946 as Auburn Letter House, and printed newsletters and programs for local community events. Then in 1985, we wanted to somehow add our main service "printing" to our company name, so we became known as Auburn Letter House Printers. We felt comfortable leaving in "Letter House" since many of our customers and friends just referred to us as the "Letter House".

In 1991, we decided to drop "Letter House", because we were in transition and taking on new customers. Our newer customers were confused by "Letter House". Becoming known simply as Auburn Printers described our location and our expertise perfectly.

By 2005, we became highly knowledgeable in cross-media marketing communications--a mix of several types of marketing methods and strategies--that would yield a higher return on investment for our clients.

To make our customers aware of these new services, we became Auburn Printers & Integrated Marketing. Our slogan was "Your print and marketing service provider."

In 2012, it was time to re-evaluate the products and services we offered and think about how to relay that information to potential customers. We realized that we are not just a printing company, and our customers are located far beyond the Auburn and Placer area. We now have clients in Reno, San Francisco, and even Florida. Although we are dominant in the printing industry, "ink on paper" will only account for about 50% of our revenue this year.

So in October, we became API-Marketing. A company specializing in not only printing, but mailing, graphic design, promotional products, digital variable data, wide format, web and e-mail services. Our services have indeed expanded, but our commitment to our customers remains the same. We want to be the "One Source" for all your marketing needs.

-Brad Weston



## Small Biz Says Business Cards ‘Critically Important for Networking’

Ipsos Reid - October 18, 2012

According to an independently conducted Ipsos poll commissioned by custom card printer MOO, one-third (34%) of small business owners say that using business cards to network is ‘very impactful.’ 40% strongly agree that their business card ‘is critically important for successfully networking.’

The average American small business owner distributes approximately 40 business cards in a given month, compared to an average of 24 business cards given out monthly by the general businessperson, according to the survey.

Within both groups, those who see business cards as ‘very impactful’ for networking are more likely to distribute approximately 13 more business cards per month compared to those who see business cards as ‘less impactful’.

### Additional poll findings:

An important aspect of networking is making as many contacts as possible at a number of different events. Small business owners tend to distribute them at a wider variety of locations and situations with the top places being social events (58%), community functions (56%) and conferences (55%).

Three in ten (31%) small business owners ‘always give out their card when they meet someone new in either a business or personal setting,’ while less than two in ten (18%) general business persons do the same.

Business card distribution appears to have increased over the past five years, especially among small business owners. Six in ten (60%) American small business owners ‘currently give out more business cards than they did five years ago,’ while more

than four in ten (43%) general business persons say do the same.

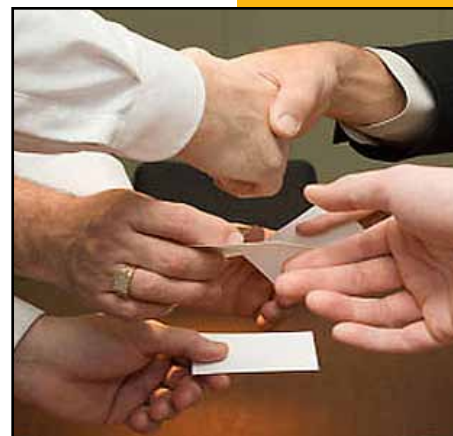
More small business owners (40%) strongly agree that their business card ‘is critically important for successfully networking,’ compared to only 30% of general business persons.

Nearly half of small business owners strongly agree that their business card ‘reflects who they are/what they represent’ (46%), ‘has helped them get more work’ (42%), ‘showcases their personal style/brand’ (44%), and ‘has helped them get their foot in the door’ (38%).

More than half of general business persons (55%) and small business owners (52%) use the Internet for networking, primarily via social media (38% general business persons/35% small businesses). The main social media tool for the general businessperson is LinkedIn, while small businesses prefer Facebook.

American small business owners (31%) are more likely to believe that the effect of their networking ‘has brought a lot of new business to their company’ compared to 15% of general business persons. Six in ten of both groups (55% general/59% small businesses) believe the effect of their networking ‘has brought some new business to their company.’

***About:** These are some of the findings of an Ipsos Reid poll conducted between July 30th -August 8th, 2012, on behalf of MOO.com. For this survey a sample of 1,007 American respondents, 702 respondents were general business card users and 305 were small business owners who use business cards, were interviewed online. The poll has a credibility interval of +/- 3.5%.*





## Powerful Testimonials

Do your testimonials impress potential clients so much that they want to hire you on the spot?

“When you’re in business you’re only as good as your clients’ feedback of your work.”

Here are seven practical tips:

### **Tip #1. Choose clients that reflect your target audience.**

Testimonials are intended to help convince prospects that your firm is the right match for them, so you need to show prospects you have experience in their industries. Decide which markets are most important to you, then look to your clients from those markets for testimonials.

### **Tip #2. Ask clients that you know are extremely happy with your work.**

Sure, it sounds obvious -- who’d want a testimonial from an unhappy client? However, many firms often make the mistake of asking biggest dollar-size accounts for testimonials first. Fact is, these may not always be your happiest clients. A truly revved up, enthused testimonial from a mid-size account may have far more impact than a lukewarm quote from a larger account.

### **Tip #3. Make sure the testimonial comes from the key decision maker**

Who is the person who’s instrumental in choosing your company for a project or signing the check for your services? “You want to impress that individual with quotes or accolades from people in similar positions. In small businesses, this means the key decision maker is typically the president or owner.

### **Tip #4. Ask clients to describe how you helped them -- instead of how they like you.**

Bad testimonials are generic happy talk: “Great work!” “I’m very happy with this firm.”

Good testimonials, sound like they come from real people and describe a unique experience. You want to neither dictate what a testimonial should say, nor make your clients so self-conscious about the task that they end up writing a stiff, boilerplate blurb.

### **Tip #5. Match testimonials to company positioning.**

Good testimonials also echo and support the themes of your own marketing messages. To have people saying you are doing what your promotional materials say you offer is very powerful.

If, when given an open-ended question about how you helped them the most, clients don’t echo your marketing message ... maybe you should consider changing your message!

### **Tip #6. Direct prospects to your testimonials.**

Hand out business cards to all prospects and tell them to visit the Web site and direct them to the testimonials.

Other ways to point prospects in the direction of your testimonials is to print out the testimonials and include them in proposals or marketing mailings, or to include links to your testimonial page in email marketing.

If you have dozens or more testimonials, create an in-house library with each categorized by praise theme. Then, you can position relevant testimonials against the marketing messages they most apply to. This tactic is especially powerful if you have marketing materials to generate sales leads.

### **Tip #7. Check in with all clients periodically to find candidates for future testimonials.**

Even when you are not looking for new comments to use for marketing purposes, make a point of routinely asking clients how your company is doing and how they like your work.





### New Postal Barcode Requirements

January 28th is fast approaching and ALL AUTOMATED RATE MAIL MUST HAVE THE INTELLIGENT MAIL BARCODE!

**API-MARKETING IS READY.**

In order to achieve its goal of end-to-end visibility, the Postal Service has incorporated 3 strategies to uniquely identify mail, develop enabling infrastructure, and enhance address quality by using the "Intelligent Mail Barcode".

#### Why use Intelligent Mail barcode:

- Has a greater overall data capacity than existing barcodes.
- Provides more accurate and detailed information about mailings which can enable better decision making.
- Increases tailpiece "real estate" by eliminating the need for multiple barcodes.

- Allows for participation in multiple USPS service programs with a single barcode.
- And most importantly to qualify for postage rate for "Automation Discounts."

Intelligent Mail Barcodes enable API-Marketing to follow the progress of their clients mail through the many stages of processing all the way to delivery. This information can help your business better manage your resources, reduce operating and marketing expenses, adapt to market conditions, increase efficiencies.

Check out the Intelligent Mail Barcode video at our IMB landing page.

<http://aub49.com/moreinfo/25389/>



**Intelligent Mail barcode**



**POSTNET barcode**



## Candice Labelle-Louis - Customer Service



When I am not working at API-Marketing (which I truly love), I spend time with my amazing daughter, family and friends. If I am spending time with some or all of them, typically it includes great food and a lot of hearty laughter.

If I have time to myself (albeit rare), I enjoy reading, writing, listening to GOOD music, or simply being outdoors enjoying nature in any way I can. I am also newly married and looking forward with great excitement to my new "married life"!





## Tough Mudders

API-Marketing has once again been privileged to help support Soroptimist of the American River as they collect the running shoes from the 2012 Tough Mudders event held near Lake Tahoe in September this year.

What is Tough Mudder? These events are hardcore 10-12 mile obstacle courses designed by British Special Forces to test your all around strength, stamina, mental grit, and camaraderie. As the leading company in the booming obstacle course industry, Tough Mudder has already challenged half a million inspiring participants worldwide and raised more than \$3 million dollars for the Wounded Warrior Project.

But Tough Mudder is more than an event, it's a way of thinking. By running a Tough Mudder challenge, you'll unlock a true sense of accomplishment, have a great time, and discover a camaraderie with your fellow participants that's experienced all too rarely these days. Visit their site at <http://toughmudder.com/> and see what they are doing to support the "Wounded Warriors Project".



*Trena (right) and Julie from Soroptimist of the American River*