



# PrintHints

IDEAS AND INSPIRATION  
FOR PEOPLE WHO BUY PRINTING  
SPRING 2010

## PRINT TRICKS: SOLID ADVICE



### SOLID IMPACT

#### Print Hint

*If you want to use a solid color and it is important to get an exact match (to a company logo for example), consider running an extra match color rather than building the color with CMYK inks. You will save enough time and trouble to easily justify the modest extra cost.*

**Heavy Coverage:** *an effective way to communicate a lot with a little.*

Filling a large area with solid color can be a very useful design technique. It allows you to use strong contrasts to direct eye movement on the page, and focus your reader's attention on a small area of interest. Possible contrasts include large and small elements, light vs. dark tones, coarse vs. delicate detail.

Additionally, the color itself can set the mood for your design or communicate important information, such as an association with a brand or an emotion, before the reader has even started to interpret the content of the page. This can make a strong concept work well with very little copy or imagery.

*More inside...*

Innovative Impressions

 **EP Direct**  
ep-direct.com

Fond du Lac • 920.923.6310 | Sheboygan • 920.457.3471 | Manitowoc • 920.682.1903  
Green Bay • 920.435.9770 | Fox Cities • 800.236.7515 | Beaver Dam • 800.236.7515

## 6 ideas for evaluating marketing effectiveness

**“Half of my advertising budget is wasted and if I could discover which half, I would save it.”**

Lord Leverhulme’s observation (with variations attributed to John Wanamaker and F. W. Woolworth) is repeated often because it neatly pinpoints a fundamental problem all advertisers face: How to determine whether their advertising is earning its keep.

Here are six ideas for evaluating your marketing efforts to make sure your budget is used productively.

### 1 Focus on the big goals

Consider how each element of your marketing program contributes to the broad goals you have set for your business. Look for measurable results, such as calls generated, or revenue, rather than abstract ones like image or goodwill.

### 2 Look for alignment with overall marketing plan

Goals are where you want your business to go. Strategy is how you will get there, and tactics are the specific methods you use to implement the strategy. Does each marketing method you use support the strategies you have defined to achieve your goals?

### 3 Is your brand identity strengthened?

Your brand can be thought of as the promise you make to your customers, along with all that you do that makes a customer believe the promise will be delivered. Does each marketing component reinforce that set of messages? Does each component appeal specifically to the various customer groups your business depends on? Is each element placed and timed to optimize visibility to each of those groups?

### 4 Assess from your customer’s viewpoint

Take a close look at each element you use in your marketing, and forget your role as marketer. Think as though you were interested in buying your product. Does the copy speak to your situation and show you how your need can be solved? Is it delivered in language you notice, understand and absorb? Does it show why you should listen to this company and believe its claims?

### 5 Balance fresh ideas and repetition

Many advertisers assume that when they tire of seeing their own advertising their audience does too. However, a useful rule of thumb is that this is just when the audience is beginning to notice the ads. Track your ads’ effectiveness with measurables, and wait until productivity declines before switching to a new approach.

### 6 Switch to trackable, measurable methods

This would seem to be obvious, but just as in Leverhulme’s time, a lot of faith is still placed in “image advertising” – placing ads as widely and often as possible, hoping to build trust and brand preference. The effectiveness of such advertising can only be measured in the most general way, as movement of sales at the time the ads were running. There is no way to know which exposures resulted in sales.

Direct marketing, such as email marketing and direct mail, is built around the idea that responses can be traced back to specific targets in a short time frame. Every dollar spent can be measured against the dollars it generates in income, and because this shows exactly which dollars were wasted, you can continually improve the effectiveness of your marketing.



POCKET SALES PRO

### Turning today’s “No” into a future “yes”.

When a sales call or meeting doesn’t go so well, all is not lost. With the right approach, you can learn from what appears to be a negative outcome and make positive steps toward future success.

Bear in mind that “No” could simply mean “Bad timing.” If the prospect is otherwise well qualified then further effort is probably justified. In any case, follow up with a thank you note – a simple courtesy that helps build a future relationship. Make it a point to be of help – send articles or information that you know will be valuable to your prospect from time to time. Only by keeping in touch can you be in place should the buyer’s circumstances change.

When the answer was “No,” analyze your performance in these key areas to see if you can improve for next time:

Were you able to draw on a thorough knowledge of your offerings?

Did you listen carefully to understand your prospect’s situation?

Did you show your understanding by relating the problem to specific, quantified economic impacts? And did you articulate how your offering solves the problem?

Did you speak in easy to understand language and jargon your prospect is comfortable with?

Were you prompt, well groomed and dressed appropriately?

Did you exaggerate benefits, press too hard, or say something that could have displeased the buyer?

Did you recognize buying signals and ask for the order, repeating as necessary?

Don’t let “No” slow you down. It might not work out with that prospect, but at the very least you have an opportunity to refine your skills for the future.

Continued from front page

# SOLID IMPACT

## Print Hints

*Be wary of fine reverses from solids – they can plug easily. Be especially careful when reversing type from areas of CMYK color. The smaller the type, the greater the risk that it will not be legible when printed, even if it looks clear on screen. 12 pt is a safe minimum size. Avoid fine serif faces at small sizes.*

*With a dark build of ink and heavy coverage, allow extra time in the schedule so that the ink has time to dry fully before finishing operations. Ink that is uncured can “offset,” or rub off onto the back of adjacent sheets.*

*“Ghosting” is an unwelcome effect that sometimes shows up on jobs with large areas of solid ink, where a faint pattern appears in the solid corresponding with another element on the press sheet. If you are planning large solids, let us review your design early in the process so we can spot any potential problems.*

**Now more than ever, value is crucial in business relationships. We strive to deliver beyond your expectations with every job we produce, by bringing you the highest quality printing and the most dependable service available for your investment.**

Innovative Impressions  
 **EP-Direct**  
[ep-direct.com](http://ep-direct.com)