



PrintHints

IDEAS AND INSPIRATION
FOR PEOPLE WHO BUY PRINTING
ISSUE 7

PRINT TRICKS: IMAGE IMPACT



Fresh AIR

**Layout software makes it as easy as pie to fill text with an image.
It's a great way to generate a strong concept quickly and easily.**

The big advantages of turning text into image containers in your layout, instead of in an image editing program, are that it saves time going back and forth between applications, avoids creating additional files to keep track of and gives the highest resolution postscript output automatically.

Here are a few tips to take the technique a little further.

More inside...

Innovative Impressions

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Will social media marketing work for your business?

Are Twitter and Facebook your new marketing frontier? Or all sizzle and no steak?

All the buzz and explosive growth makes it seem every marketer should be getting into social media, but your potential results depend on who your customers are and how they make buying decisions. Online social tools can drive significant results only with the right audience and strategies.

Little or no cost and high potential impact make social media appealing to guerilla marketers and established consumer brands alike. However, a well thought out campaign requires a real investment of time, which could break the deal for many smaller marketers. Here are some considerations to help you figure out if an investment in social media marketing is worth testing.

1 Social B2C – it's the new TV
Social media are highly compatible with B2C marketing because they present a new twist on well established methods. In fact they are replacing TV and “old” media as a way to create awareness, engage interest and drive traffic or stimulate action. Effective social campaigns are ubiquitously available, involving, interactive, and easy to share, all of which gives them the potential to “go viral”. Major marketers have achieved very high returns from campaigns that take advantage of these characteristics.

2 B2B – use with caution.
While B2C purchases are often driven by emotional impulses, B2B buyers are rational and risk averse, making larger transactions after complex sales cycles. The bite size entries and serendipity of social media are less likely to change buyer behavior or attract useful leads. What's more, most B2B markets are small and specialized, making social media an inef-

ficient way to reach the right decision makers. In any case, not many senior business people have time or inclination for social media – the demographics are heavily skewed toward younger people. If your target audience is on Twitter, then by all means test it as a way to engage them, but for B2B you may find social media more useful for personal connections that help with sales than as a marketing channel.

3 What is your audience looking for?

Understanding the behavior of your target audience is crucial. If you find a segment of your market using social media, what are they there for? Many users simply want to keep up with friends and be entertained, though a growing number want to find useful information and make connections. If you can structure messages, campaigns and content that people will welcome in the context of their usage, you have a good chance of success. Another factor: if you have enough clout to bring your audience with you, you can gain traction quickly. If you have to start building a following from scratch, it may take a while.

4 Assessing potential ROI

Avoid the temptation to think of social media marketing as just a branding exercise, where entertainment today will translate to purchases tomorrow. Instead, approach it as a way to connect with people whose enthusiasm for your content can be channelled to avenues of communication where a sales process is welcome, and results can be measured. Then you can compare performance with other marketing channels and make sound, profitable decisions.

Be sure to factor in the time and effort required to plan, implement and monitor social media campaigns.



POCKET SALES PRO

How to get your phone message returned instead of deleted

In the age of email, voice mail from sales people seems to be put in the same category as spam. The secret to effective voice mail (i.e. messages that prompt return calls instead of instant deletion) is the same as the distinction most people make between spam and welcome email – relevance to their interests.

Your mission is to sell the value of contacting you, and the key is your prospect's self interest. People will return your call when they believe you can solve their problem and they find you credible.

Do your research. Did the prospect open a new office, achieve a milestone, launch a product? If you can connect the problem you help solve to a specific event or relevant situation you accomplish two things – you show your interest in the prospect's needs, and you create a logical reason for the call, which makes people more receptive. Request a call back to share your solution to the problem, for example: “Please call me at your convenience. I have three ideas to share with you that will help you [insert benefits].”

Use the power of group identity to make a strong connection. If you help other members of a group your prospect identifies with – neighbors, industry peers, other companies, church, for example – make sure you mention it.

Prepare a script and rehearse it, aiming for a natural, conversational tone. Erms, ahs, and pauses as you search for the right words will get your message deleted fast, and so will reading the script like a robot.

One last tip: make sure you remember where you left messages and rehearse your response, so you are well prepared to continue the conversation when your call is returned.

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Continued from front page



Filled text that stays editable

InDesign allows a “cheat” where text remains editable. Set the text fill color to Registration (the darkest color) and the background color of the frame to paper (the lightest color). Now set blending to screen or lighten. Dark areas reveal any image below, light areas conceal it. The only drawback: the background has to be white.



Basic preparation

Start by experimenting with fonts, size and positioning. Big and bold works best. When you like the result, make a copy on the pasteboard so if you need to edit text later you can save some work.

Steps in InDesign: Select your type and convert it to outlines: Type > Create Outlines. To break the word into separate containers so you can place a

different image in each letter, apply Object > Paths > Release Compound Paths. This will also release the counters of the letters (like space inside the bowl of an 'e'). Use the Object > Pathfinder > Subtract command to reunite the components.

Steps in Quark: Select your type and use the Styles > Text To Box command. To break the word into separate boxes so you can place a different image in each letter, use the Item > Split > Outside Paths command. If you want to release all the counters of the characters as well, use Split > All Paths instead.

Now you can import images into your word, letters or groups of letters, as you would into a normal image frame.

Added effects

Both Quark and InDesign allow you to add strokes, blended layers and other enhancements. On the front image, a gradient was applied to the stroke around “Air” in InDesign, and an Outer Glow was added to the word “fresh.”



Your printed communications set the stage for everything else you do – they must look their best to generate the results you need. You can rely on our top quality imaging to reflect your professionalism, while our friendly, fast service makes your job easier.

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