

Hi there!

Beyond Personalization
What contributes to 1:1 printing success? Believe it or not, it's more than personalization. You can have a highly personalized document, but if the marketer doesn't have a relationship with the recipient, that contact might be met with little more than suspicion. In this issue, we'll talk about a growing form of marketing called relationship marketing, of which 1:1 printing personalization is a subset. Develop a relationship with your customers and the entire dynamic changes.

Taking a Closer Look

Collecting Relevant Customer Information Results In Successful Relationship Marketing

When marketers talk about producing "personalized printing" or 1:1 printing, they are talking about printing that communicates with a customer in a way that static direct mail can not. By definition, this approach is based on knowing something about each customer, even if it's just a name and address. But when done correctly, 1:1 printing is more than just "personalizing" a document. After all, you can personalize something well or you can personalize it badly.

There is an industry pundit who is fond of telling the story of receiving a personalized marketing pitch from a hotel in Las Vegas. The mailer was fully personalized based on the details of his recent visit. In its marketing, however, the hotel had assumed that since

Continued inside



more than just.

ink

We are excited to introduce the newest additions to the Whitman team: Gary Wojdyla, Andriela Chakrabarti and Steven Williams.

Gary Wojdyla joined the team on February 4, 2008 as the Plant Manager. With over 25 years in the printing industry, Gary comes to us with a wide range of print knowledge and an array of experience. From his beginning as

a keyliner and designer in Detroit, Gary not only pushed forward in printing, but also in the art world, achieving both a Masters of Arts in Drawing and a Masters of Fine



Arts in Painting and Drawing. Gary spent eight years at a midsize financial printer, The Fitch Group, in New York City. While there he worked in prepress and customer service, as the print floor manager, customer service representative and

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More Than Just Ink

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finally as the plant manager overseeing five managers and 35 employees. After leaving New York, Gary and his wife moved to Vermont in 2003. Prior to joining Whitman, he worked as a prepress manager at two local print shops.

When not working, Gary and his wife enjoy oil painting and are active skiers.


Andrila Chakrabarti joined us February 11, 2008 as a local Print Consultant. Originally from Calcutta, India, Andrila recently finished her Masters of Arts in Marketing at the University of Hertfordshire in England. While finishing her studies, Andrila worked as a consultant in the UK and as an editor of her college's magazine.

Andrila lives in Hanover with her husband, a professor at Dartmouth College. She has lived in seven states and three countries in her young life, and has enjoyed settling into the Upper Valley. She enjoys the changes in nature through the

seasons, especially the colors in fall, and the local Farmer's Markets.



Steven Williams joined the staff February 11, 2008 as a regional Print Consultant. Originally from Solana Beach, CA, Steven has lived in the Upper Valley for 21 years. Previously, Steven owned and operated a photography business catering to colleges. With 25 years of experience in the photography industry and as a business owner, Steven offers a unique perspective on print.

Steven resides in Croydon, enjoying life on the lake. In his free time, Steven enjoys making music on his 4 keyboards, working on his cabin and sailing. 



Taking a Closer Look

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alone he was therefore single. In fact, he was married, and his stay there had been tied to an industry event. When the mailer arrived, it featured a scantily clad woman on the front of the card, paired with a salacious invitation. Unfortunately for the marketer, the pundit's wife collected the mail that day, and needless to say, the invitation never made it inside the house.

Personalization Doesn't Stand Alone

Personalization alone doesn't create relationships or sell products. Relationships are developed by a company taking an interest in its customers, knowing its customers and sending out relevant communications that pair its products with its customers in an appropriate and beneficial way.


Enter the concept of "relationship marketing." Relationship marketing is a form of marketing that takes a long-term view of the customer by emphasizing customer loyalty, retention and satisfaction over individual transactions. For this reason, relationship marketing is different from traditional "offensive marketing" in that, instead of saying, "Hey, you! Here's my product and here's why you should buy it!" it communicates with an audience based on their interests, preferences and needs.

Relationship Marketing...in Action

What might this look like in action? Let's say you own a small shop selling running gear. Any time a customer purchases a product, you ask if they would like to be on your mailing list. If so, you collect their name, address, e-mail address, age and typical length of run. Based on your sales receipts, you know their shoe size and other buying habits.

Once a month, you send out a customer newsletter incorporating this information. In the base newsletter, you might provide running tips, healthy eating suggestions and information on local races. Then you might personalize the newsletter with appropriate cross-sells and upsells based on each customer's stated preferences and sales history. In the winter, you might offer distance runners special "wicking" gear that moves moisture away from the body, keeping them warmer. In the summer, you might offer runners with an interest in tennis a discount on cross-training shoes.

You can also turn this into a two-way conversation. Occasionally, you might do a customer survey or ask for customer feedback. This makes the customer feel valued and, at the same time, provides you with even more valuable information. If there are problems, you can address them. If there are new product opportunities, they might come to the surface. And it gives you more information to further personalize future mailings.

That's relationship marketing. Contrast that with offensive marketing and which type of marketing would you be more likely to respond to? 



Offset, Prepress & More

Top Coat

Understanding Coated Papers and Which Type to Use for the Results You Want

When you look through paper samples evaluating different paper, one of the first things you probably notice is whether the sample is coated or uncoated. Coated papers feel smooth to the touch because they have a coating of clay and other substances. This coating causes the paper to reflect light more and absorb ink less than uncoated papers.


Many different types of coated papers exist. To make them, the paper mill starts with an uncoated piece of paper and applies different types of coatings to give the paper different qualities. The uncoated stock is called the base sheet. The thinnest type of coating is called a film, or wash coat, which acts as a sealer to prevent ink absorption. The next step is called a matte coating. A matte coat has more clay than a wash coat and is good for projects with a lot of text. If your project involves large areas of heavy dark ink coverage, however, matte coat papers can sometimes appear somewhat mottled.

The next step is called a dull, suede or velvet coat. Like matte coatings, dull coatings are good for text readability because they are not as reflective as a gloss coat. Glossy coatings actually have the same amount of clay as a dull coat, but the sheets are smoothed and polished using a process called calendaring.

Coated paper generally produces sharper, brighter images and has better reflectivity than uncoated paper.

Uncoated paper is generally more absorbent than coated papers and colors tend to print a little duller. The non-reflective surface lends itself to text-heavy materials.

The paper is run between rollers which compress and smooth the paper. Glossy coatings are great for color photographs, but the same shiny qualities that make photos look great can make text harder to read because of the glare.

Gloss coated papers can be somewhat less white than dull coated papers because the heat required to polish the paper also can add a slightly brownish cast. Coated papers often include shades of white named with terms such as balanced, warm and cold to indicate the hue. Cream and other off-white tones are available, but because coated stock is so often used for showing off vibrant four-color printing, the paper itself is rarely brightly colored. 

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Welcome to the latest issue of 1:1 WhitsBits.
We send these communications that contain
helpful information to assist your company
with producing effective data-driven
campaigns and printed pieces.



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WhitsBits visit www.Whitman.biz

Digitally Defined

Relationship Marketing

Unlike traditional marketing, in which marketers attempt to sell the same product to large volumes of people, relationship marketing seeks to sell based on matching relevant products to individuals based on preference or need. Rather than emphasizing the short-term sale, relationship marketing emphasizes long-term or even lifetime customer value, focusing on client retention, satisfaction and loyalty.



Inside This Issue

- Meet the new members of the Whitman Team!
- What is coated paper?
- How to use print to maximize your customer relationships.