



BRINGING THE BENEFITS OF ADVANCED PRINTING TECHNOLOGIES TO YOU!

- **Personalized colour presentation material aimed directly at your target markets to increase responses**
- **On-line ordering & proofing systems custom designed to increase your staff efficiencies**
- **Consulting designed to maximize the impact of your communication material**

ONLINE • ON PRESS • ON TIME



211 West 2nd Avenue • Vancouver, BC • V5Y 3V5
Tel. 604.875.1919 • Fax. 604.875.0534
Email. info@allegra.ca • Website. www.allegra.ca

Visit our website to view previous issues of our newsletter.

VOL 3

The Allegra Advantage



Online. On Press. On Time.

IN THIS ISSUE

Invest Wisely in Customer Relationships

Keeping customers coming back

Managing Print Communications is Smart For Business

Save money using print management techniques

The Company's Hardest-Working Staff Member-The Logo

Why and how to develop your own logo



KEEPING CUSTOMERS COMING BACK INVEST WISELY IN CUSTOMER RELATIONSHIPS

Relationships of any kind take some effort. What we put into them determines what we get in return. Much like the stock market, your initial investment, plus some ongoing monitoring and care, ensures the largest possible return.

Customer relationships are no different. The cost and effort required to establish them is substantial. And once that investment is made, it is even more essential to minimize the risk of losing that relationship. A recent study by Marketing Metrics revealed that on average, companies have a 60 to 70 percent chance of increasing business from current customers, a 20 to 40 percent chance of earning new business from inactive customers, and only a 5 to 20 percent chance of turning prospects into customers. With this in mind, check out these ideas and techniques that will help strengthen your customer relationships - it can prove to be the most effective way of growing your business.

Getting Your Records In Order

Before any kind of customer contact or communication, the first step is to establish and maintain accurate customer information. Tracking and recording customer needs is an essential foundation. Each contact with a customer should be used as an opportunity to deepen your relationship. Needs should be analyzed during the following points of contact:

- ▶ *During frontline dialogue.*
Train staff members to listen for ideas that may open a door for suggesting additional products and/or services that will benefit the customer.
- ▶ *Through surveys.*
Only a small percentage of recipients actually take the time to complete and return a survey, but those who do usually provide valuable information on what works, as well as what they would like to see improved.
- ▶ *Purchase history.*
When you track customer purchases, patterns emerge that can help you suggest additional products or services. Purchase history is also useful in creating mailing lists for distributing relevant direct mail pieces and educational materials.
- ▶ *Personal interviews.*
Take top customers to lunch or meet them in their office to get a better sense of their attitudes and objectives.

Keep Customers From Becoming Inactive

Too many organizations are unaware of the ramifications of inactive customers. The reality is that lost customers can mean much more than lost revenue. It can also lead to negative word of mouth and weakened staff morale. 75 percent of customers become inactive due to:

- ▶ Feeling taken for granted
- ▶ Poor service

DIGITAL COLOR PRINTING

HIGH-VOLUME PRINTING

ELECTRONIC PRE-PRESS

GRAPHIC DESIGN

CORPORATE IDENTITY

DIRECT MAIL

NEWSLETTERS

BINDERY SERVICES

HIGH-VOLUME COPYING

LARGE FORMAT PRINTING

ONLINE ORDERING

PROJECT MANAGEMENT

SERVICE TO YOUR
FRONT DOOR

ONLINE • ON PRESS • ON TIME

Did You Know...

- **Printing industry estimates show that 35 percent of company literature is thrown away due to obsolescence.**



EARN THE HIGHEST POSSIBLE RETURN

There are numerous opportunities for your business to strengthen customer relationships.

- ▶ Unresolved complaints
- ▶ Disapproval of changes in your organization

Revive Inactive Customers

Reestablishing relationships with inactive customers requires a thorough understanding of why they left, combined with a plan for demonstrating why your product or service has more value than any competitor. Here are some ideas to help you get started:

- ▶ *Communicate regularly.* 50 to 60 percent of inactive customers will usually react to increased communication. Distribute customer newsletters and direct mail postcards describing your latest capabilities and successes. Send note cards recognizing each customer's importance.

- ▶ *Hold a luncheon or open house.* Mail personalized invitations to carefully selected, satisfied customers as well as customers whose business you would like to earn back.
- ▶ *Build a relationship with the person, not just the business.* In recognition of a holiday or special event, send a card or hand-deliver a small gift relating to your business.

Building customer relationships is a profitable investment and a valuable asset. Contact our print professionals at Allegra Print & Imaging to provide you with the right tools, such as newsletters, postcards, direct mailers and brochures, to keep you in touch with your customers.



BRAND IDENTITY

THE COMPANY'S HARDEST-WORKING STAFF MEMBER—THE LOGO

Nike, Target Stores, McDonald's, Coca-Cola; one thing these powerhouse companies have in common is brand recognition, built in part by a strong, recognizable logo.

In a marketplace that exposes us to thousands of commercial messages daily, brand recognition is becoming more important than ever to competing businesses. And with the countless start-ups, daily announcements of mergers and acquisitions and the constant introduction of new products, companies have an increasingly difficult time getting noticed.

that make those brands so powerful are freely available to anyone," Bierut claims. "What they all have in common is consistency of use (meaning that the company uses the logo on everything related to the business), simplicity, a degree of good taste and a product that creates a successful aura that fuels the symbol."

Getting the Look

Here are some thoughts to keep in mind when designing or reviewing your organization's logo:

- ▶ Size matters. Is the logo as recognizable at one-eighth of an inch on a return address label or lapel pin as it would be blown up on a poster or billboard?
- ▶ Is it original enough to differentiate your company from competitors?
- ▶ Is the design clean and simple enough to be easily identified like the Nike brand "swoosh" or the McDonald's arches?
- ▶ Is it inoffensive in other cultures so it can be used globally?
- ▶ Can it be easily adapted for use on the Internet?
- ▶ Is the logo used consistently on all company communications, including marketing campaigns?

Due to the power of branding and the impact a logo can have on how a business is perceived, it's important for organizations to review their logos every few years to determine if redesigns are in order.

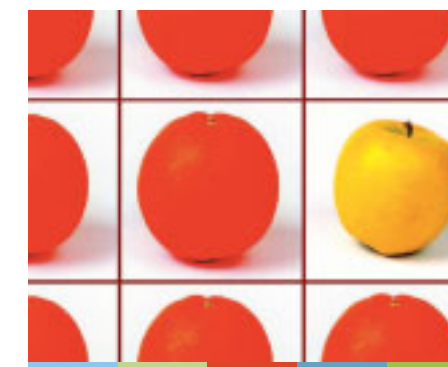


Putting it to Work

To make sure your logo is working as hard as possible for your company, put it out there. If no one knows who you are, producing a superior product is simply not enough to create a business powerhouse. Using your logo over and over again, on everything, is the way to distinguish yourself from the pack.

"The logo can be your company's hardest-working employee," says Elinor Selame, president of Boston-based BrandEquity International. "For a small company with a limited budget, the returns get higher each year you use the organization's logo correctly." Repetition and consistency goes a long way in maximizing your logo's effectiveness and promoting your organization.

Designing a powerful logo for your business or organization has never been more essential. Contact our graphic designers and print professionals at Allegra Print & Imaging to help you create a look that is right for you.



LISTENING

Ask good questions and listen to what your customer is telling you.

PRINT MANAGEMENT

MANAGING PRINT COMMUNICATIONS IS SMART FOR BUSINESS

Marketing materials, forms, business cards, letterhead, envelopes, company manuals - these are just a few of the print communications that businesses and organizations spend billions of dollars on each year. Yet printing industry estimates show that up to 35 percent of company literature is thrown away due because it becomes obsolete. What is the cost to your organization?

Good print management means having an efficient inventory - printing only what you need, when you need it. Traditional printing presses were not able to do this affordably. Customers were forced to have minimum quantities printed, leading to excessive, unused inventory. Today, digital printing is making it possible to produce small batches of forms, reports, newsletters, brochures and other printed materials - at a fraction of the cost. In essence, print management reduces waste, limits inventories and saves you money.

Choose Your Printer Carefully

If your organization maintains a large amount of inventoried materials, has multiple offices or regularly updates forms, business cards and other documents, you would benefit greatly by working with a printer that offers print management capabilities. Consult with our printing professionals to set-up a print management system, including a timeline with reminders for reprinting and

suggestions for more efficient printing methods that could save you time and reduce costs.

Review the checklist below. If you answer "yes" to more than five of the questions, your organization can benefit from a print management program.

1. Do you have multiple offices, divisions or departments?
2. Are multiple vendors used for your print communications?
3. Do you use multiple forms or documents?
4. Do you continuously run out of print materials?
5. Do you constantly place rush orders?
6. Are your forms or other print communications inconsistent in design or format?
7. Do your logos vary in size or color from document to document?
8. Do you experience overall difficulty in managing print inventory?
9. Do you underorder or overorder print materials on a regular basis?
10. Do you have more than one person placing print orders?



The Power of Branding

That's why branding - a combination of names, terms, designs and symbols that identify a product or service and distinguish it from competing products - is so hot. A company's logo can be a visual ambassador, one that appears on everything from business cards and coffee mugs to delivery vehicles and Web sites. It leaves an impression of who you are and what you can provide for the customer.

Michael Bierut, a partner at Pentagram, an international design consultancy, says that almost any company, large or small, can aspire to achieve the logo power of Coca-Cola, Fuji, or FedEx. "The things