



Printer's Ink

Vol. 2 Issue 3 - Spring

DESIGN • PRINT • MAIL

Spring Allergies are Nothing to Sneeze At

HERE'S HOW TO SURVIVE THE SEASON

Spring is in the air and along with it, pollen and other allergens, ready to wreak havoc on immune systems everywhere. If you suffer from spring allergies, you may already be armed with the proper medications, but there are other simple steps you can take to keep the "achoo" at bay.

Wash bedding and vacuum furniture and area rugs weekly.

If allergies are severe, you may want to remove carpeting all together.

Buy a vacuum cleaner with a HEPA filter. This will trap smaller particles than the average vacuum. In fact, they must trap at least 99.7% of airborne particles to get the HEPA label.

Adjust your thermostat. According to the Asthma and Allergy Foundation of America, dust mites love temperature of 68–77 degrees and humidity levels of 70–80%.

Wear glasses or sunglasses when outdoors. Covering your eyes protects them from pollen and other irritants, which reduces itchiness and redness.

Shower and wash your hair before bed. This rinses off the pollen you've collected throughout the day and keeps you from spending the night lying in a bunch of allergens.

Stay inside when pollen counts are at their peak.

Pollen counts are typically highest during the afternoon hours, so avoid going outside then and keep windows closed.

Replace air conditioning and furnace filters.

It's important to change filters every three months and use filters with a MERV rating of 8 to 12. A MERV rating tells you how well the filter can remove pollen and mold from the air as it passes through.

Also, a saline nose spray can be a natural ally for many spring allergy sufferers. Rinsing your nasal passages in the evening can wash away allergens and pollen, reducing allergy symptoms.

Inside this Issue:

- Partners In Printing, message from Dave Baker
- This Year's Biggest Mobile Marketing Trends
- Four Ways to Use March Madness in Your Marketing
- Our Custom Mailing Services

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Partners in Printing

Time Flies



From the desk of Dave Baker

It's unbelievable how fast time moves. Last year went by so fast that I am still in awe. It feels like my head is still spinning and we are already well into the new year.

We had a very busy year at Baker Bros. and have maintained that steady sprint into this year.

One of the things that I have realized in the last few weeks is that we have not been telling our story well enough. What I mean is that we haven't been doing a good enough job of letting everyone know

what we are good at. It's not always the easiest thing to do...tooting our own horn, but I feel that we need to do it in order to get the word out a little more.

For 2016, we are focusing on mailing. We want to be your go to source for getting mailings done to achieve the best possible results.

Take a look at our mailing section on page three for more information about how you can put the power of direct mail to work for your company. We think you'll be surprised at the results that this avenue of advertising can achieve for you. Even if you don't have a mailing list, that doesn't matter. We can put a list together for you based on the area you want to send to and the types of people you want to attract.

It's amazing to me that many people I talk to don't know that we do all of the mailing stuff too. That leads me to believe that many of our customers might need help telling their stories as well. Let me know how we can help you tell your story to attract more clients for your organization.

Time is indeed flying and that just means that we need to do everything we can to tell our stories. Let us help you do that with direct mail this year!

Dave



Game. Set. Match.

Be on the winning side
with your direct mail project
at Baker Bros. Printing

www.bakerbrospainting.com



Ben Holden Says...

I never ran away from home as a kid. Of course, I never did anything else my parents wanted me to do, either.

• • •

Happiness often sneaks in through a door you didn't know you left open.

• • •

Often times cheerfulness is simply the capacity to ignore your unhappiness.

• • •

The employee who butters up the boss is often times the same person who can't cut the mustard.

• • •

The one word above all others that makes a marriage successful is "ours."

• • •

The age of a person doesn't mean a thing. The best music is played on the oldest violins.

• • •

Sometimes if you give a kid an inch, he becomes a ruler.

• • •

Budget: trying to live below your yearnings.

• • •

One thing we can all learn by watching the clock is that it passes the time by keeping its hands busy.

• • •

Many times we may not be able to find help, but there's never a time when we can't give it.

• • •

It's good to be a person of few words, because you never know when you'll be forced to eat them.

• • •

One of the greatest gifts we can receive is not a "thing" but rather an opportunity.

• • •

Lame duck: a politician whose goose has been cooked.

OUR CUSTOM MAILING SERVICES

Baker Bros. Printing is your best source for direct mail. We engineer the process from start to finish. From campaigns using postcards and newsletters to personalized letters stuffed into envelopes, our team is here to help you get the biggest bang for your marketing buck.

Direct mail campaigns are a proven and cost effective resource to maintain

relationships with current clients and connect with prospective ones.

We can help you reach more people but more importantly, the right people.

Whether it is managing an existing database or if you are looking for a new list that targets a specific audience, we have the right options to help you reach your goals.

Mailing Services we offer:

- Turnkey Mailing Services
- The Greatest Postal Discounts Possible
- Personalized Direct Mail Marketing
- Target & Saturation Mailings
- Variable Data Mailings
- NCOA (National Change of Address Updates) and Cass Certification on Every Mailing.



Design
Print
Mail
Since 1963



Design



Print



Mail



PROOF POSITIVE

Smooth paper will print crisper photos. If a sheet has much surface texture, you will have to “squeeze” or force the ink into it to make the low areas (valleys) receive it. This causes significant dot gain and makes your pictures soft and muddy.

WORDS TO LIVE BY

“In the spring I have counted one hundred and thirty-six different kinds of weather inside of four and twenty hours.”

—MARK TWAIN

Four Ways to Use March Madness in Your Marketing

The opening round of March Madness begins on March 15, and while it's not the Super Bowl, March Madness is becoming somewhat of an advertising holiday. And just like the Super Bowl, your brand doesn't have to be an official sponsor to leverage its popularity for your business. Here are a few tips for turning March Madness into a little marketing madness.

1 Play by the rules. Unless you're an official sponsor, you may not use the intellectual property associated with the tourney for marketing purposes, including the phrase “March Madness.” Luckily, there's content marketing. You can't use it in an ad; you can use it in a blog post or any content that isn't selling something.

2 Use the bracket (or some version of it). Come up with your own version that gets audiences to engage with your brand. Find subject matter relevant to your business and have fun staging match-ups like the fans do with the teams.

3 Turn watching at work into an opportunity. There's no doubt the tournament impacts productivity; one estimate puts it at a \$1.2 billion loss. You might as well get some marketing love out of it. Challenge your distracted colleagues to turn their excitement into an opportunity, like tweeting at a client whose team is on the brink.

4 Support the local team. With 68 teams in the tournament, one of them is probably a school near you. Show it some love on social channels like Twitter or Instagram to get the team's fans to engage with your brand.

TOP FIVE
WINNINGEST TEAMS IN
COLLEGE MEN'S BASKETBALL
— DIVISION I —

- 1 KENTUCKY
- 2 KANSAS
- 3 NORTH CAROLINA
- 4 DUKE
- 5 SYRACUSE



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THIS YEAR'S **BIGGEST** MOBILE MARKETING TRENDS

Last year was a very big year for mobile.

- > It was the first year that mobile traffic exceeded that of desktop users.
- > More than 50% of Google search queries worldwide were done using mobile phones.
- > In the U.S., consumers spent more time interacting with their smartphone apps than they did watching TV.
- > Google rolled out its “mobilegeddon” ranking algorithm that penalized non-mobile optimized websites.

This year is expected to be equally epic. Is your business ready? Here are some mobile trends you'll be seeing over the next year.

Mobile moves beyond the phone. Mobile no longer means just your phone or tablet, but now your watch, your car, even the clothes you wear. The rise of wearable technology is beginning to have a profound effect on mobile marketing.

Mobile video rises in popularity. Mobile video usage has been exploding. Last November, Facebook claimed 8 million video views every day with more than 75% of those happening on mobile devices. As mobile video grows, so will mobile video advertising. In fact, Google is now incorporating video ads in search results.

Consumers expect personalization. As marketers collect more data about consumers from their connected devices, consumers are expecting more personalized interactions with brands, particularly on their phones. One-size-fits-all marketing is fading, which means brands must adopt a more customized approach.

Chat is the new social. Look at WeChat in China. What was once a simple messaging app has become a full-fledged marketing, commerce and payment platform. Users can connect with brands, request and reserve services and pay for goods, all on the app. Although Facebook has been coy about opening up those services to brands for marketing opportunities, things could soon change.



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