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June

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On the Road Again

The Ultimate Road Trip Essentials

The sun is shining, the air is warm and the car has a fresh tank of gas. It's time to hit the road this summer. But before you explore the wide-open countryside, make sure you're equipped with these road trip necessities.

First aid kit.

Hopefully you never have to use this, but it's nice to have...just in case. You can buy a kit online or create your own with basic items. Include essentials like burn cream, band-aids, gloves and disinfectant. If you want to get really advanced, add a tourniquet, wraps and blood clotting solution.

Roadside emergency kit.

This is a good staple to have at all times, not just for road trips. Stock your kit with jumper cables, light sticks and a warning triangle if you have to pull over at night. It might take up extra space in the car, but you'll be glad you have it should you ever break down.

Journal.

Road tripping can be an enlightening experience, so you could have existential thoughts along the way. Or, you might bump someone's car and need a piece of paper to slip them a note. Either way, bring along a journal to jot down your ideas and observations throughout the trip.



Snacks.

It's not a great road trip without a plethora of food and drinks in the backseat. You already have emergency kits already made, so be sure to add a food kit in case you need energy along the way. Pack a cooler full of your favorite junk food items, but add in healthy options too.

Paper maps.

We know, we know: These days, everyone uses their phones. But there are still places that can't access a satellite for GPS. In that case, it's safe to have a physical map or atlas for backup. If you really love your phone, try the app Maps.Me to download maps that can be used offline without service.

Inside this Issue:

- Heat Things Up: Sizzling Summer Marketing Ideas
- Big Brand Benefits of Promotional Products
- And More!

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Full on Summertime!

From the desk of
Dave Baker

It's June and in the past it never used to be this way. Busy! Summer used to be laid back and fun. It used to be a nice relaxing break from the school year. What changed you might ask? From my perspective we simply filled it up and never looked back.

Many families are juggling a myriad of activities that most of the time get jammed into June so that July could be free for a trip or other activities. Unfortunately July also gets full with continued activities.

I think that some of the most important parts of life can be missed because we have created too many activities for our kids and for ourselves. We feel important when we are busy. It's easier to explain why we haven't done the things we should have done when we blame it on being too busy. Being busy is still our fault. We simply said yes to too many things.

So I want to challenge you this summer. If you are feeling like June is going off the rails, take a step back and make some more time for yourselves and your families in July. It's harder than it seems to make time in our schedules but I think it is of the utmost importance. Work is important. Sports are important. Success in our careers is important. Our families are also important and time spent with each other in that moment can never be re-created. That's the funny thing about time. It seems to drag on so slowly until it doesn't and it's too late to do what we should have done. Depressing thought huh? Well don't let it get you down, because tomorrow is a new day and we have new opportunities to make intentional time for our families.

After July is over, send me a line or two telling me what you did to have fun as a family and we'll publish some of the best ideas for family fun. I believe it will help us all to hear what others have done and we'll get some ideas for future outings or activities. The most unique idea will receive a promo gift pack from Baker Bros. Printing. And we won't print your name—so don't worry about that!

The best thing about spending time with our families is that it doesn't have to be extravagant. I have had some of the best times with my family just hanging out in the back yard. It's important to just be together. Anyway, that's what's on my mind for June. Take time for yourselves and your families and we'll see you in July.

dave@bakerbrosprinting.com



Heat Things Up: Sizzling Summer Marketing Ideas

Summer is officially here, so it's time to soak up the sun and the sales. Check out this quick list of marketing ideas that will get you embracing the heat for your business this June.

Host a family event.

With the kids out of school, parents everywhere are looking for fun (and free) ways to keep them occupied. Put your business on the map by hosting a family night. Go big for a once-per-summer event, or have a weekly special just for kids.

Hit up the holidays.

Summer is full of holidays to use to market your business (we're looking at you, Fourth of July). Make a list now of all of the holidays you want to include with promotions, and plan a marketing strategy around each. Get creative! For instance, June 27 is National Canoe Day. That sounds like a boatload of fun!

Offer summer loyalty cards.

Keep customers coming back during the summer with your own loyalty program. Provide a discount or reward when cards are completed by the end of the summer. Better yet, put all completed cards into a drawing for a grand prize.

Upgrade your social media.

With great natural outdoor lighting, summer is the perfect time to spruce up your social media presence. Try coordinating a product photoshoot, take pictures at an event or produce an outdoor video for engaging content customers can connect with.

Send direct mail.

In the midst of online marketing, don't forget about the big wide world of print. Stand out from the crowd by sending a catchy direct mail piece to your customer mailing list advertising a unique summer sale.

Big Brand Benefits of Promotional Products

Odds are you have a koozie, hat or frisbee in the back of your closet with a logo printed on it. In the U.S., 80% of consumers have 1 to 10 promotional products. If you want to stand out from the crowd, you need a unique and useful promo product that can tie back to your business. Here's why your business should jump on board the train with branded items.

Cost-Effective Marketing

Promotional products are a great way to get the biggest bang for your buck in marketing. With a one-time cost, you create a walking advertisement with a virtually infinite shelf life. According to Inkwell Global Marketing, promo products have an average CPI of \$0.004, making them the least expensive form of media for your business to use.

Brand Recognition

Promotional products are kept for long periods of time (up to two years on average), and even by different people. When finished with a product, the majority of people actually give it away, increasing the brand's exposure. This creates a strong reputation for the business and helps you stand out from competitors.

Customer Retention

HuffPost found 89% of people who received a promo product in the last 24 months remember the name of the company associated with it. Constant exposure makes it easier for customers to remember the brand, making them more likely to do business with you. Consumers can also feel a sense of gratitude and connection to the brand, thus initiating a feeling of reciprocity.

Promotional
Items
Available
Through



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5 POPULAR PROMO PRODUCTS CONSUMERS LOVE

- 1 Drinkware
- 2 Tote bags
- 3 Pens
- 4 Sunglasses
- 5 Journals

PROOF POSITIVE



Promotional products are usually imprinted with silkscreen or pad printing. If you plan to create a promo item, keep costs low by using single-color versions of graphics and logos.



SOMETHING TO THINK ABOUT

Still not sure about promo products? Consider this: According to PPPI, after receiving an item, 79% of consumers researched the brand, while a massive 83% were more likely to do business with the brand.



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