

MARKETING TODAY

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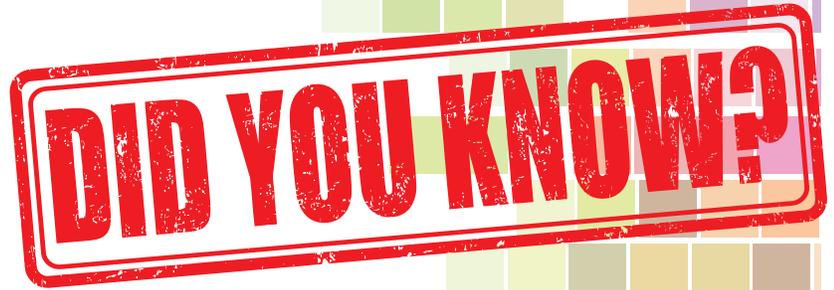
The Exposure Advantage

Want limitless exposure for your brand and message? Print's longevity has staying power. **PAGE 3**



See What Unfolds

Reveal all your product benefits one mini-page at a time. **PAGE 5**



Bullfrogs Don't Sleep Sunsets on Mars are Blue Gerald Printing Produces:

- ✓ Signs & Banners
- ✓ Screen Printing
- ✓ Embroidery
- ✓ Team Apparel
- ✓ Promo Material
- ✓ And More!



Print ♦ Apparel ♦ Signs

geraldprinting.com

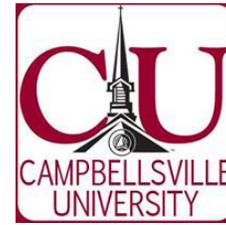
NOT JUST PRINT ON PAPER



Over the past few years much of the growth that Gerald Printing has experienced has been in corporate and team apparel. We now offer embroidery of hats, jackets, polos, bags and more. Also, we can screen print large volumes of t-shirts and hoodies.



Gerald Printing Recognized as Corporate Sponsor at Campbellsville University's Powell Athletic Center

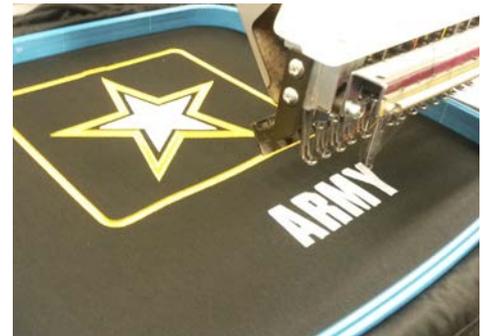


On Thursday, February 22nd Chris Houchens, the Sales Manager for Gerald Printing in Glasgow, was recognized during the game. We enjoy our working relationship with everyone on campus. Thanks to Benji Kelly, Jason England, Rusty Hollingsworth, and Dr. Michael Carter for recognition at the game.

L-R – Benji Kelly, VP Development; Jason England, Big Maroon Director; Rusty Hollingsworth, VP Athletics; Chris Houchens, Sales Manager – Gerald Glasgow; Dr. Michael Carter, CU President

Elizabethtown Grows With Specialty Embroidery

The Elizabethtown office has developed new customers with their creative, specialty embroidery. They have been stitching everything from leather seats for cars to towels and even stuffed animals.



Park City Jr. Beta Wins Big in State - Heading to Nationals

The Glasgow Gerald Printing Office printed the T-shirts for the Division 2 - Runner Up in the State Jr. Beta Convention, Park City Elementary. They will be taking the shirts to compete in the National Jr. Beta Competition in Savannah, Georgia in June.

Wishing them safe travels and lots of luck!



THE EXPOSURE ADVANTAGE

One of the most significant differences between print and digital marketing is that print has a physical life of its own. People can read a printed piece at their leisure, and can focus on your message for a measurable amount of time.



Digital marketing is often the exact opposite. It's forced upon your audience as they scroll through something else they want to be focused on. Very little attention is spent on the majority of digital marketing efforts. Why? Because digital marketing is an interruption.

Print has focus. People intentionally pick it up to read it and consider its message.

Print also has a shelf life. Print pieces are passed on to multiple people who all focus their attention on your message.

Each of the many people who come in contact with your print piece spends up to 10 times longer viewing your message than they would a digital ad, even if they're not thinking of making a purchase anytime soon.

Customers will keep print items for later use or as resources for future purchases. They will pass print pieces to people they think will be interested in your message. No matter what type of print piece you create, the exposure to multiple people has the potential to be unlimited. 🕒

DID YOU KNOW?

- » Snakes are true carnivores because they eat nothing but other animals.
- » The cotton-candy machine was invented by a dentist.
- » The longest cells in the human body are the motor neurons. They can be up to 4.5 feet long and run from the lower spinal cord to the big toe.
- » The first coast-to-coast telephone line was established in 1914.
- » It takes approximately 12 hours for food to digest entirely.
- » The hottest planet in the solar system is Venus, with an estimated surface temperature of 864° F.
- » If you could throw a snowball fast enough, it would vaporize when it hit a brick wall.
- » The seeds of an Indian lotus tree remain viable for 300 to 400 years.
- » When glass breaks, the cracks move at speeds of up to 3,000 miles per hour.
- » Cars were first made with ignition keys in 1949.
- » Hawaii is moving toward Japan four inches every year.
- » Gerald Printing is a promotional product distributor and proud member of the Advertising Specialty Institute. Promotional products like mugs, pens and t-shirts are memorable and provide a better cost per impression than almost every major marketing effort like TV, magazines and the Internet.

GAME ON

OUR MOISTURE WICKING
PERFORMANCE TEES
ARE ON SALE

Short Sleeve
Performance
Shirt Starting at

~~\$6.00~~
\$5.50

These shirts are comfortable and designed to wick moisture away from the body. Anti-microbial fabric resists odor and snags. Great for employee apparel and sports leagues. Make it a uniform by adding a number on the back for just \$2 more!

* Basic set up included.
Minimum quantity 24.
Based on 1-color ink
on 1-side. Add more
colors for only \$1.30
each (up to 4 colors).

Long Sleeve
Performance
Shirt Starting at

~~\$9.00~~
\$7.50

DOZENS
OF COLORS
AVAILABLE


Gerald
Print ♦ Apparel ♦ Signs

- Bowling Green: 270-781-4770
- Elizabethtown: 270-982-7279
- Glasgow: 270-651-3751
- White House: 615-672-4552
- Clarksville: 931-645-8159
- Franklin: 270-586-0005
- Russellville: 270-725-4300
- GERALDPRINTING.COM

Add-Ons Available / Exclusions Apply / Expires April 15, 2018

Featured Product

SEE WHAT UNFOLDS

Let your message unfold in beautiful color with a mini-accordion book. This little treasure will reveal the beauty of your products or services with style and brilliance.

You can reveal your secrets one fold at a time as your patrons open each page to discover your product and service treasures. The feel of the paper and the brilliantly colored graphics and pictures will keep them turning through each amazing page.

Highlight each benefit and reveal each feature on its own mini-page in the little book that packs a giant punch. A mini-accordion book makes a great mailer and the perfect page-turner to increase interest in your company.

The experienced team at Gerald Printing can walk you through each page and help you select the graphic and text choices that will make your mini-accordion book an indispensable part of your marketing lineup. We know what it takes to make great impressions, and we'd love to help your company. 



"You'll need to learn the nuts and bolts of our business."

Customer Care

All in the Delivery

When the online retailer Birchbox first came on to the beauty scene, they made an impact with their simple packaging that featured a surprise inside.

Customers would open a high-quality brown fiberboard box to reveal a stylishly colored inside lining with sample products packaged in matching colorful tissue paper. The box attracted new customers just as much as the products inside.

Taking the initiative to consider delivery mechanisms beyond the mundane can make a helpful impact for your brand. Innovative packing is one consideration, but if your sales are for services, not retail items, adding in some "extras" can make just as large an impact as great packaging. Remember, when you spend more for quality presentation or promotional extras, you are bound to make a great impression. 

DID YOU KNOW?

Gerald Printing can provide you with promotional products for your school or business?

Promotional products draw as many as 500 percent more referrals from satisfied customers than an appeal letter alone. And consumers hang on to promotional products for an average of 6.6 months.

Wearables are the top product category, followed by writing instruments, bags, calendars and drinkware. Gerald can do all those and more. 

★ IT'S CAMPAIGN SEASON. ★



CAMPAIGN PRODUCTS TO DRIVE THE VOTE



DID YOU KNOW?

Gerald Printing can provide everything you might need for your election campaign?

Do you need yard signs? Banners? Buttons and Stickers? How about postcards? Why not get balloons or coffee mugs? **Yes. We can do that, too.** We are your one stop shop and we are local to serve you better!

CREATIVELY OUT OF THE OFFICE

In 2016, *Dallas Morning News* book editor Michael Merschel made *The New York Times* for his creative out-of-office messages. He has been featured in a number of articles, radio broadcasts, and even television interviews to explain how and why he started writing such humorous "Sorry-I'm-not-here" replies.

Merschel's auto-reply that started his fame is as follows:

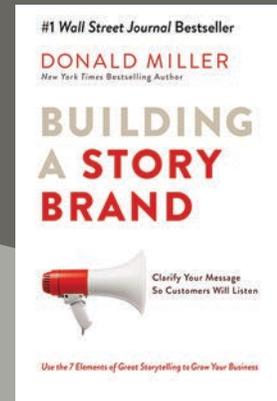
"If you're annoyed with me for leaving the office, I want you to imagine a middle-aged man who fell in love with a beautiful baby girl almost 18 years ago, and now he's driving her to a gigantic college in a distant city filled with all kinds of people who do the things people do at college ... and he has to leave her there. And drive home alone. In the dark. In a minivan. Alone."

There are lots of guides for how to write a professional out-of-the-office message, but the lesson from Michael Merschel's email fame is that we can all benefit from showing our human side once in a while. You might not be an eloquent writer, but adding some personality to your auto-reply could earn some positive attention.

Just don't forget to add the emails and phone numbers of the people who can help while you are out. 



Books in Review



Building a Story Brand: Clarify Your Message so Customers Will Listen

by Donald Miller

Building a Story Brand turns the tables on how a business should think about their story: spend less time on the literal "this is our story" and more on how the customer is transformed by their brand.

"People Want Your Brand to Participate in Their Transformation" is the title of Chapter 11 of Donald Miller's latest book. The unique framing of each chapter reads like a transformation story, and Miller guides readers through a journey of connection that has a major theme: simplify.

Miller's book breaks down the creation of a brand story into digestible chunks that are easily duplicated for any business looking to find a way through the clutter of marketing dos and don'ts. His approachable style makes this book a very useful learning tool, the next must-read manual for marketing professionals and entrepreneurs looking to build a sustaining and successful brand.

Donald Miller is the creator of the successful podcast "Building a Story Brand." 

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Russellville, KY 42276
270.725.4300

Shipping - White House
2932 Highway 31W
White House, TN 37188
615.672.4552

geraldprinting.com  



DID YOU KNOW?

WE DO SIGNS & BANNERS

Whether inside or outside we have what you need.

PRSR STD
U.S. POSTAGE
PAID
BOWLING GREEN, KY
PERMIT 28



If you've ever used or received any of the following responses or phrases in conversation or through email, it's important to understand the meaning behind them and avoid any unnecessary tension on the job.

LOST IN TRANSLATION?

Working **Together**

"Per my last email..."

Translation: you missed some details in their last email to you. The problem could be that they weren't clear, but go back and reread it. If it wasn't clear, then get specific when you ask them to clarify.

"Let's come up with a few alternatives..."

Translation: what has been suggested already is not working or not going to work. It would be best to start over from scratch.

"Let's circle back on this later..."

Translation: they simply don't want to deal with this, at least not now. Perhaps not ever. Give it some time or bring it to someone else who can decide on this issue.

"Please advise..."

Translation: please fix this problem, and I think it's your fault. This one hides frustration, and usually blame, on the part of the sender. Look at their question from their perspective before responding.

If you haven't noticed, these phrases are common passive-aggressive responses that happen at work. The answer to any of them is to take a breath, don't escalate by returning a passive-aggressive phrase of your own, and to look at the issue for what it is. Behind the stressed-out response is a message. Bringing positivity to the issue is always the best answer. 