

Integrated Marketing

3 tools, 3 times = Success

Tools available

Newspaper Print Advertising

Campaigns

Event Promotions

Special/Trade Publications

Radio

Local and Cable TV

Signage

Outdoor Billboards

Brochures and Handouts

Point of Sale

Direct Mail

Data Variable Printing

Novelty and Gift items

Referral Program

Social Media

Mobile Marketing

E-Newsletter

Web Advertising

Search Engine Optimization and Local Search

E-commerce

Strategic Campaign Management

Integrated Marketing

In today's fragmented society with dozens of choices for nearly any product or service, your marketing needs to take a sophisticated approach to get your message delivered to busy consumers.

Studies show it takes as many as 9 views by a prospective buyer to notice and become aware of a particular advertising offer.

Effectiveness of marketing can be multiplied many times over by good use of multiple promotional tools so your target audience gets your message in different forms at different times in different places.

"A prospect needs to see a message nine times to move from total apathy to purchasing readiness"
– Harvard University

"The average consumer . . . requires nine exposures before readily remembering an ad."
– Allbusiness.com



Why buy Display Print Advertising

Successful advertising begins with a marketing strategy where its advertising is driven by the needs and goals of the business.

Whether this is to move inventory or position your business in the competitive mix of the marketplace, every ad should have a mission and purpose and be part of a larger campaign to achieve goals. Infrequent and random advertising rarely works.

In its most basic form, advertising is a conversation with your customers and prospects. Like any communication there are principles and conditions that influence success.

Strategy & Planning

No business should advertise without a strategy and measurable goals. Knee-jerk marketing and random advertising to “see what happens” are not constructive. At Herald Journal, we discourage inconsistency, in favor of a planned approach using a combination of media tools effectively.

Size

Study after study reaffirms that readership increases with the size of a print ad. While we encourage clients to purchase the largest size ad they can afford, we believe that consistency is a more critical consideration and should never be sacrificed for size. With a limited budget we recommend smaller ads and consistency.

Frequently & Consistency

With frequent advertising, you create a greater awareness of your business and it expands your voice and presence in the marketplace. Consistency and frequency help you create memory and a form of “mental equity” with consumers.

And it makes sense because it is through repetition that we learn – it was how we learned our multiplication tables and how to tie our shoes. The same principles apply in advertising. With frequent advertising you create a greater awareness.

Not everyone is in the market to buy every week, so frequent advertising also increases the opportunity that you’re present when they’re ready and motivated.

Studies from such leading institutions as Harvard and Northwestern Universities indicate that people need to see a message six to nine times before they move from apathy to action.

Paid newspaper print and online advertisements provide reach to the best potential customers with high level of local engagement

Display Ad options available

Regular display ads run on any page in the paper. People typically read community newspapers from cover to cover so your ad is always there to be seen.

Several directory options are available for you to be included every week. When people are looking for your product/service, they know you’re there and where to look to find your contact information.

We offer special packages for sports and church page sponsorship – for you to keep your name in front of readers with those interests.

For more sophisticated campaigns, upgrades to full color and guaranteed position are available for an additional charge.

Ask your sales representative for a detailed proposal outlining a consistent schedule to meet your goals.

Our weekly newspapers have:

- strong market penetration – more than any other method by far
- local relevant content – people subscribe and look forward to each coming issue
- effective circulation (reaching interested readers, no waste)
- shelf life – readers refer back several times

Why buy

Web/Online Marketing

Connect with local customers who use and enjoy new technologies and “live their lives online.”

Digital marketing offers better targeting and cheaper distribution than mass media methods.

You’ll be perceived as modern and up-to-date by participating in popular online functions.

Advertising on our Newspaper Web sites

No other local sites come anywhere close to the number of views on community newspaper web sites. And readers come back over and over to keep up with ever-changing content. Make sure your ad is in front of these readers (most effective when teamed with a weekly print ad)

Web site Design & Hosting

We design all levels on web from a simple “brochure” to fully functional e-commerce. It can be built for you to make updates if you wish, or let us handle the back-end work for you.

Local Search

We have a strong track record of getting local businesses found near or at the top of search engine results, mainly with our Profile Pages package. This incorporates your keywords and geography, using our marketing punch and huge web traffic to direct Internet users your direction.

Web Presence

You can concentrate on running your business and we will manage your Google Places, Facebook, and other social media efforts on your behalf.

Online Marketing

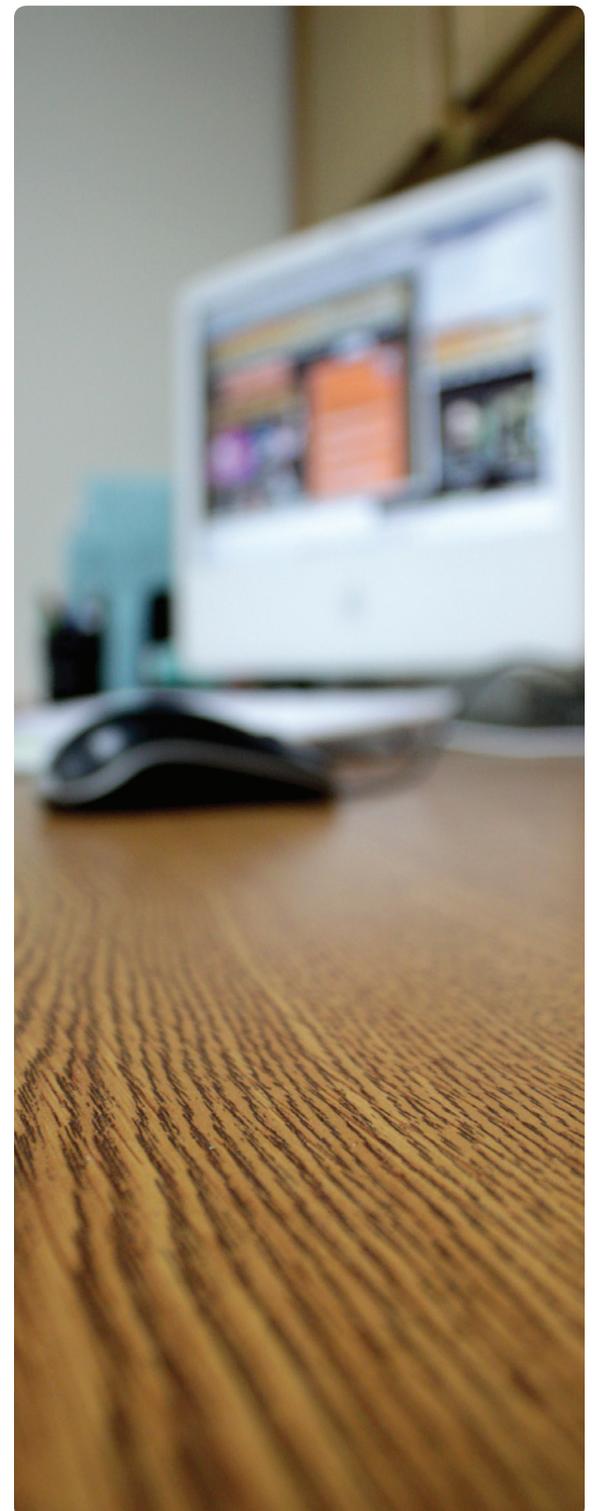
Whether it’s sending an e-mail blast to a customer list or spreading your blog post to a larger audience through our web sites, we are leaders in using new technology to support your traditional marketing methods.

Social Media

Leveraging social media is an effective way to reach thousands of customers and prospects all over the market with very low marketing costs. We can help set-up your social media platform, generate content, pre-schedule updates, and use tools that reach multiple social media sites at once such as Facebook, Twitter, LinkedIn, & Google+.

Blogs

We offer full service blog set-up, development, and management. Whether you are looking to integrate a blog into your current site or develop an entirely new site based on WordPress or any other blogging platform, we can help design and implement your new blog. We have years of experience developing blogs and understand the ‘ins and outs’ of blog set-up and utilize thousands of free plug-ins to deliver an online presence that fits your specifications.



Why buy

Data-Variable Direct Mail

Reasons to choose Herald Journal's Direct Mail services

We have a complete graphic design department to do the preparation work and make your printed piece look great! (This includes editing and proofing to present a professional image.)

We handle several types of mailings every day and are well-versed in the many delivery options available as well as the numerous postal regulations for each one. We'll even fill out the postal forms and deliver the job to the post office for you.

Direct mail is often one part of a larger marketing campaign, which we can coordinate with the other media involved. By designing all your campaign items, you're assured of a consistent look and theme for all the elements.

Research shows

Using Variable Data Printing saw sales increase by 81%
(Adobe Pantone case study)

Experience order sizes that increase by 25%
(Personalized & Database printing: The Complete Guide)

Repeat orders increase by 50%
(Personalized & Database printing: The Complete Guide)

Generating returns on investment (ROI) by 270%
(PODI case study)



See us for any kind of printing

Pretty much, if you can think of it, we can design and print it!

Business cards

Letterheads and envelopes

Full-color newsletters and flyers

Tri-fold brochures

NCR (carbon copy) forms

Tickets – raffle or event admission

Labels

Door hangers

Catalogs, calendars

Special security paper

and much, much more

Data-Variable means a mailed piece is designed with the potential customer's personal name printed right into the message.

This can be done using your own customer lists, or we can acquire special mailing lists to suit your purpose. If available, the data-variable piece can even include different offers or graphics to target various demographic groups.

Direct mail details

Maximum postcard size 4.25" x 6", minimum is 3.5" x 5"

Maximum card mailer size 6.125" x 11.5" which is more dominating in the mailbox

Send by first class or standard mail – rate also varies by sortation level. Can do by saturation or to targeted list.

Various "service endorsement lines" options available which can help update your list

Herald Journal's modern digital printing equipment makes it affordable to do "short run" printing and mailing efforts. Previously, you had to order thousands of copies to make printing cost-effective, but digital options have taken away that barrier.

Response rates for data-variable mailings using people's names are significantly higher than saturation mailings or "current resident" addressing.

Why buy Signage

More than anything, a sign should be easy to read through proper use of clear letters and effective use of color

For example, 4" letters are usually readable at 100 feet away, but at 360 feet (city block), 16-inch letters are needed



Your signage is the first impression a potential customer gets when physically reaching your business location. It should be easily readable, professional looking, well maintained, and graphically match your logo and other marketing efforts.

Use in-store "point-of-purchase" displays to reinforce special promotion offers.

Vehicle graphics become a moving advertisement seen by many different people in many different places. When possible, your vehicle should be easily recognizable from a distance away by proper use of logo and graphics.

Depending on the nature of your business, directional signage may be crucial in getting your customers to where you need them to be.

Banners are an affordable, effective way of visibly supporting special promotions.

See us for any kind of sign

From small, simple yard signs to lighted, electronic message boards, we can do it all:

Aluminum, corrugated plastic, and framed signs

Interior lobby signage

Trade show displays

Individual letters for building signage

Vehicles signage – fleet graphics, lettering, magnets, DOT registration numbers

Decals and stickers

Parade signage

Political signs

Farm signs

Sandwich boards

Engraved signs and awards

and much, much more

Design and installation always available



Why buy Novelty Promotional Items

A “novelty item” is any kind of item with your name and contact information given out to potential customers. Common examples are pens, mugs, refrigerator magnets, note pads, cooler cups, etc.

But the possibilities are almost limitless. As a member of a national novelty item network, Herald Journal has access to thousands of various novelty items at the best prices possible.

Pens alone have hundreds of options. Just a few more of the items are key chains, sports balls, chip clips, flyswatters, clocks, nail clippers, thermometers – the list goes on and on.

Why Buy a Novelty Item?

The biggest reason is to choose an item that people will retain and use, thus keeping your name in front of them on a frequent basis.

The best novelty items connect the item to your type of business, such as a key chain for a car dealer or cooler cup for a bar. If you’re searching for an idea, challenge us and see what we can find in the thousands of choices available that meets your budget and marketing goals.

About novelty items:

Certain items have set-up charges for creating the initial design, which wouldn’t apply if you re-order the same item again later.

The novelty industry standard allows for a small percentage variance in quantity to protect the manufacturer in reducing waste while maintaining quality. For example, if you order 300 widgets, you may receive slightly more or less, but in either case, would be charged for only the actual amount you receive.

What to think about when making decisions on Novelty items

- Sometimes, some of the simplest and more common items are best, other times it is better to make something unique and interesting.
- Market based decision. The first thing to consider is your client and potential client demographics. If they are students, pens are a great option. If they are trade workers, something related to their tools might be a better choice.
- Gimmick or useful? Some items are purely for fun, while others are very functional. Gimmick items can often only be ‘fun’ for a short amount of time. Either way, you want to make sure your final choice is something everyone wants to keep. The longevity of your marketing here is important. Both methods can work very well if done right.
- Quality. Even for the simplest of items, quality is important. Whatever you supply will be indicative of your company’s attention to detail. Great novelty items are functional and last for a long time. For example, a heavy magnet that keeps papers on the refrigerator will be kept for years; a thin weak magnet will be discarded quickly.
- Numbers. As with any kind of production, the more you order, the cheaper the unit price will be. It is worth examining your options.

Why buy

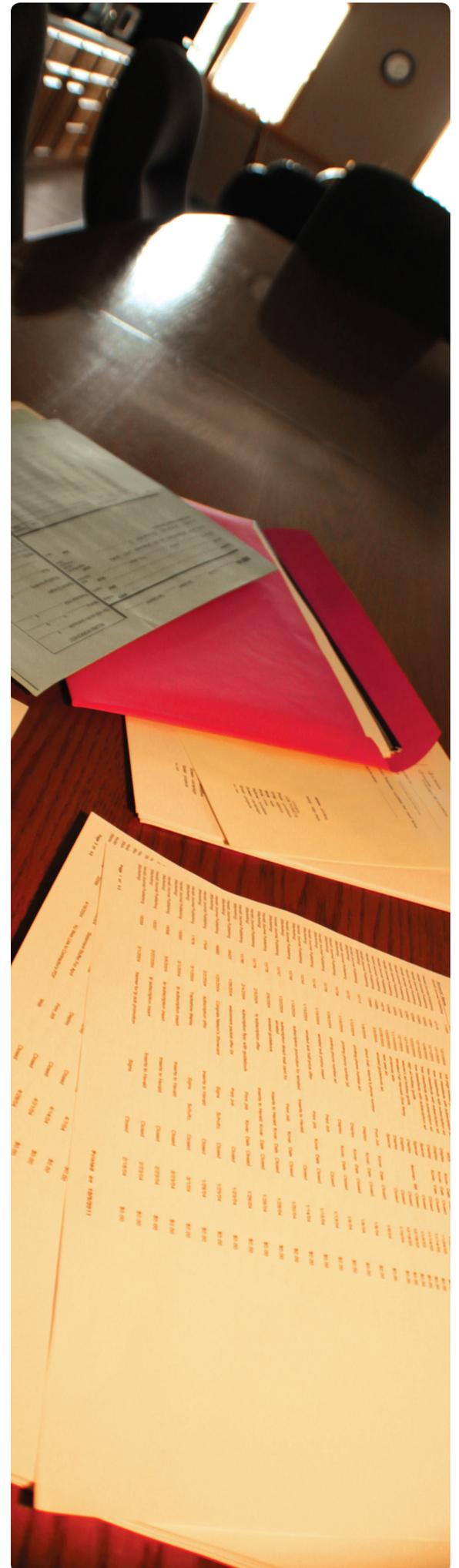
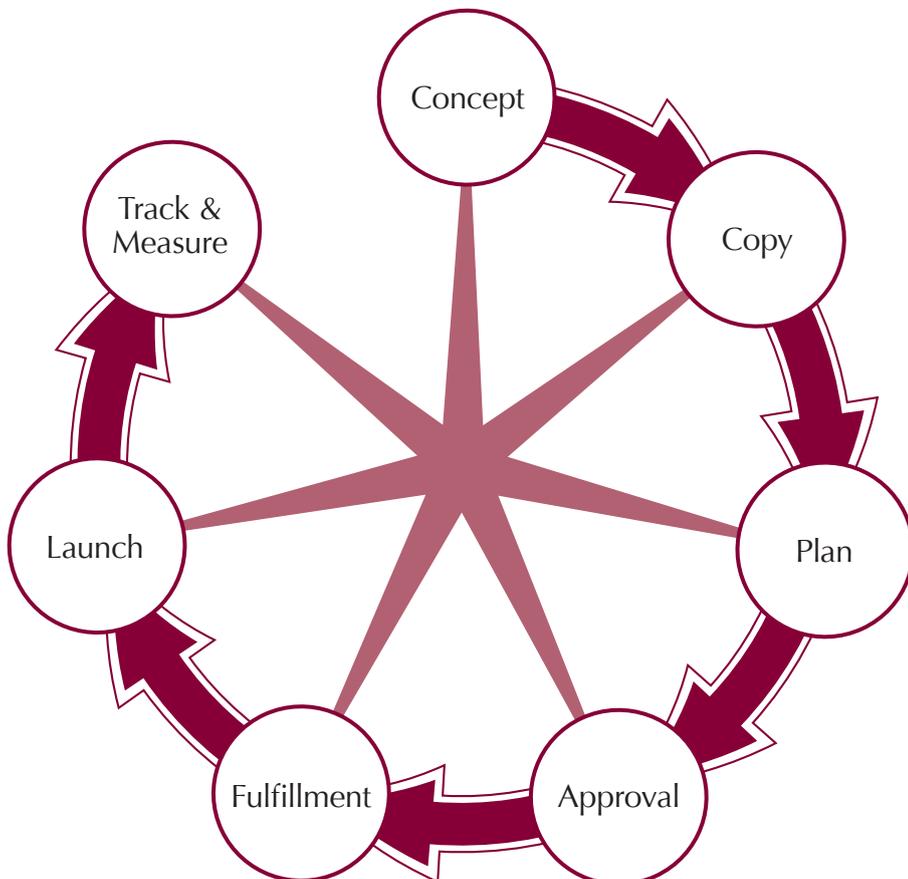
Strategic Campaign Management

There are two reasons to use Herald Journal's campaign management services

1. Our expertise helps you plan the campaign using multiple media tools within your budget amount to accomplish your goals.
2. Once approved, we carry out all the tasks for fulfilling and completing the various orders so you can concentrate on running your business.

Depending on your geographic needs, we make the best media and marketing tool choices to reach your target audience, and achieve your goals.

By designing and handling all your campaign materials, they are coordinated into a unified look and feel so the necessary repetition can be achieved to make customers aware of your efforts and get you results.



Why buy State/Regional program

What

More than 250 participating Minnesota newspapers run standard-size ads at greatly discounted rates.

Why use this program

Proven results

Easy, effective way of reaching large geographic area

Much easier than dealing with multiple newspaper individually

Reach/cost ratio – a statewide 2x2 ad reaches about 5 households per penny; there's no other marketing method with anywhere near that penetration

Paid readership in publications people want to receive and pay attention to

The most effective marketing program in Minnesota

Why buy from us

We are the leading participant selling into this program because we know its effectiveness and value. Our experienced staff can guide you in making timing, size, and geographic choices to best suit your needs.

Why buy now

There are only a limited number of spaces available each week – first reserved, first served.

For more info

www.mn-statewide-ads.com

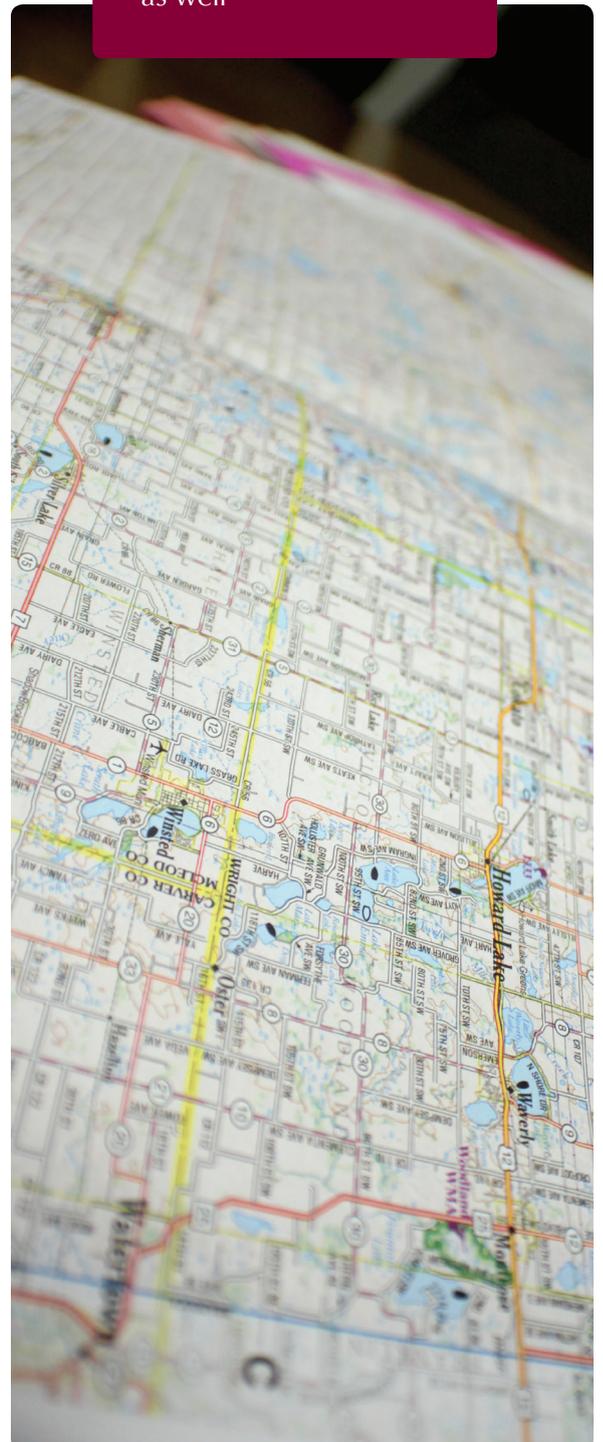
www.statewide-advertising.com

Options:

Choose regional (metro, north, south, central – or combination) or statewide

25-word classified ad program also available

We can place ads into other states' programs as well



Why buy **Welcome Neighbor**

What is Welcome Neighbor?

Welcome Neighbor is a welcoming service that uses local representatives to personally greet new residents and get them familiar with their new community. During their visit with the new resident, greeters present unique information about the products and services provided by our business sponsors.

Welcome Neighbor was created 25 years ago with the goal of connecting businesses with new residents. We introduce your business to the potential customer while they are forming their buying habits. We then provide you with a detailed listing of the new residents allowing you to follow up and create return business.

Why buy Welcome Neighbor

It is important to watch your marketing dollars now more than ever. With Welcome Neighbor, you can select the specific community you want to market and best of all, you only pay for the presentations actually made. No more wasted media!

Are you looking to increase your business?

Bringing new customers to you is our business!



Why buy

Integrated Marketing & Media Planning

3 tools , 3 times = **Success**
Putting It All Together

Why start now?

Why not? All the tools are available. They are effective in an integrated effort. And we keep on top of new developments and trends to apply current methods to local marketing to achieve the best results.

Why with Herald Journal?

We have the tools and resources to effectively put all your marketing efforts together, helping each one support the other, and making them all more effective.

We're a locally owned community leader that knows and participates in our communities. Led by the credibility of our award-winning newspapers, we extend our media expertise into all the other products to get the best possible results for you.

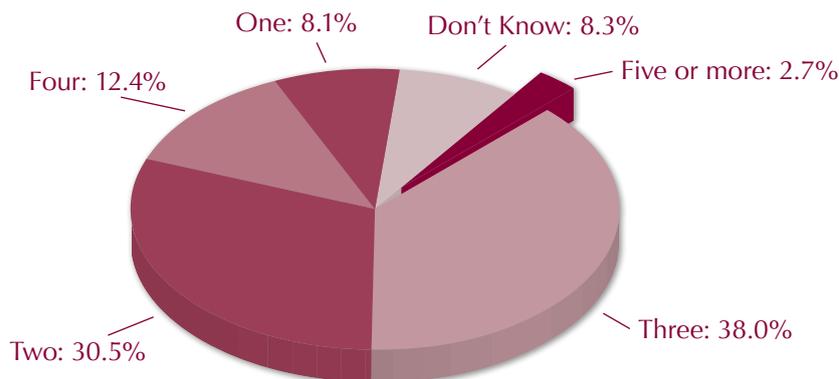
Herald Journal Publishing is celebrating its 10th anniversary of current ownership, and is pleased to have experienced about 500% growth in that time.

We've been able to do that through a firm commitment to getting results for our customers with a variety of media products.



How many types of marketing do companies use?

53% use three or more media types for a typical direct marketing campaign.



Source: 2010 Infotrends *Capturing the Cross-Media Direct Marketing Opportunity*.
518 Respondents

"The marketing that doesn't work is the marketing that doesn't happen."

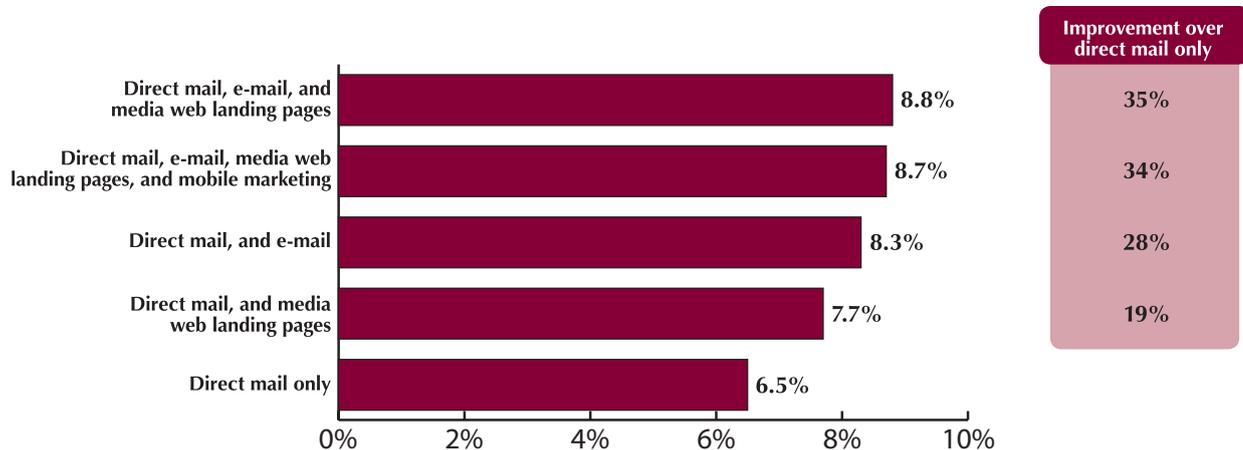
Why buy **Now**

Integrated Marketing

3 tools, 3 times = Success

More channels = more response

Combining marketing methods, increases average response rates for the entire marketing effort.



Source: 2008 Infotrends Multi-Channel Measurement & Benchmarking.
217 Respondents

- Newspaper Print Advertising
- Campaigns
- Event Promotions
- Special/Trade Publications
- Radio
- Local and Cable TV
- Signage
- Outdoor Billboards
- Brochures and Handouts
- Point of Sale
- Direct Mail
- Data Variable Printing
- Novelty and Gift items
- Referral Program
- Social Media
- Mobile Marketing
- E-Newsletter
- Web Advertising
- Search Engine Optimization and Local Search
- E-commerce
- Strategic Campaign Management
- Integrated Marketing

