

August 2020

ONLINE PORTALS  
CREATIVE DESIGN  
PACKAGING  
OFFSET PRINTING  
DIGITAL PRINTING  
LARGE FORMAT  
MAILING  
WAREHOUSING  
FULFILLMENT

**WE DO THAT!**



A virtual trade show  
can position your  
company within your  
market and generate  
new leads.



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## STAY @ HOME TRADESHOWS

While nothing can replace the actual trade show experience and its many possibilities for in-person interaction, in these times when the “new normal” is still far from being completely defined, a Virtual Trade Show can be a reasonable facsimile.

Bring the Virtual to reality, with augmented fulfillment services. Create an events @ home kit, that provides the tangible properties that are missed without in-person interaction.

**Webster Printing & Packaging** offers seamless solutions for you, your presenters and your sponsors to help create a successful Virtual Event for everyone. We utilize a variety of means to accomplish your goals. You can choose to use one, a few or all of our products and services.

- Pre-show mailers (announce dates, encourage registration, education schedule)
- Virtual Swag Bag (online coupon/gift certificate redemption)
- Event kick off swag (shipped to arrive just before event)
- Kitting & direct ship service
- Printing (schedule, brochures, etc)
- Swag Bags (event swag, sponsor brochures, etc. packaged and shipped to attendees)
- Banners and backdrops for presenters

## AUGUST GIVEAWAY

*It's time to pick up where we left off!*

Enter for your chance to win a  
“Sports Are Back!” bundle.



[websterprinting.com/giveaway](http://websterprinting.com/giveaway)

# CREATIVE MAIL DESIGN

Before all else, comes the creative brief, a kind of "blueprint" that helps you design and build the most effective mail package. A good brief not only sets forth a step-by-step plan for bringing your Direct Mail program to life, it also provides an objective way to evaluate your program's results.

Ideally, your creative brief should answer eight critical questions:



## Beginning Your Creative

1. What is the specific objective of this mailing? What measurable result am I seeking?
2. What is the budget? How much can I afford?
3. Who is the target audience? Who am I mailing to?
4. What is my deadline? What seasonal factors, competitive activity or inventory needs will affect my production and mailing schedule?
5. What is unique or special about my product? How does it differ from the competition?
6. What is the ONE most important benefit to my audience?
7. What is the offer? What enticement does my audience have to act NOW?
8. What is my competition doing? What strategies from my competitors do I need to address?

## CUSTOMER APPRECIATION

*the best time is NOW!*



Let them know how much you value their loyalty and business as you respond to COVID-19 and make plans to get things rolling again.

Send them a personal thank you note • Follow-up on orders • Create a loyalty program • Offer promos for existing clients

## WHAT PEOPLE ARE SAYING...

*"Webster printing took a branding idea we had and brought it to life. We now have an impressive LED backlit Company sign for our lobby entrance. This will make an excellent first impression on those visiting our office for years to come. Great job Rick and Team".*

- Clean Harbors



## VIRTUAL TRADESHOWS | EVENTS @ HOME KIT

*What is working for Marketing and Communications Executives when Conventions and Trade Shows aren't an Option...*

Is your business scrambling to find marketing and sales alternatives? As face to face networking and sales are postponed for public health and safety reasons, consider the following strategies to connect to existing customers and prospects.

1. Direct Mail Marketing to home offices and businesses. Let's be honest, everyone is getting packages and mail delivered directly to their homes often (weekly if not daily). There is no stigma about asking for a shipping address especially if the print communication is relevant. Talk about cutting through the clutter...anyone receiving a marketing promotion at home WILL open and most likely engage when followed up upon. Pocket folders and sell sheets, dimensional mail with samples, brochures mailed within a clear acetate envelope will be remembered. Lastly, it does help when the Federal Government deems the U. S. Postal Service and the Mail Channel essential!
2. Revamp your Company Website
3. Add Video Conferencing
4. Expand your Social Media Channels. In short, work on your digital marketing strategy and supplement it with print to stand out from the crowd.

