



July 2020

Webster Printing & Packaging is here to *HELP* you transition back to work safely and in accordance with *ALL* MA state regulations.

We can offer advice and options to help your business re-open during this unprecedented pandemic.



Direct Mail helps strengthen integrated marketing campaigns. It creates a one-to-one connection with your customers.



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SINGLE-USE MENUS & CONTACTLESS QR CODES QUICK, EASY, & AFFORDABLE

A major concern for restaurants right now is the use of physical menus. Disposable single-use menus are the safest and most cost-effective option because they can be bought in bulk and can also be used for take-out. A disposable menu may differ somewhat from your typical dine-in menu, as it's limited to a single sheet.

Disposable doesn't mean poor print quality. The print process produces a full-color, high resolution quality that will keep your brand looking as sharp as ever.

In addition to disposable menus, menus can be made available digitally so that customers can view them on a personal electronic device by scanning a QR code.

It takes less than a minute to upload a menu in the PDF format and convert it into a QR Code, but it goes a long way in keeping customers engaged and safe. With QR codes, you can deploy them on your menus, store-windows, interior signage, or on individual tables.

Need help making everything fit on a disposable menu? Webster can help you adapt your current menu to a single-use design and create a QR code.

JULY GIVEAWAY

It's time to have some fun in the sun!

Enter for your chance to win a Summer cooler pack.



websterprinting.com/giveaway

GETTING YOUR DIRECT MAIL MARKETING EFFORT STARTED



Every successful Direct Mail Marketing program begins with one important question:

— What am I trying to accomplish? —

It may sound simplistic, but establishing a goal is a crucial first step. (You'd be amazed at how many people ignore this and then complain that Direct Mail Marketing doesn't work!) Common goals include increasing sales or awareness, but Direct Mail Marketing has the power and versatility to do much, much more.

Top 10 uses for Direct Mail Marketing include:

1. Generating leads
2. Generating store traffic
3. Responding to competitive activity
4. Generating customer loyalty
5. Generating new customers/referrals
6. Improving sales force efficiency
7. Improving customer service
8. Increasing customers' average purchase amounts – generating higher sales
9. Announcing store hours/sales/new locations
10. Augmenting media advertising to top prospects and select customers

If you want to do something, chances are, Direct Mail Marketing can help you accomplish it. **Effectively and efficiently.**

DIRECT MAIL

ANNOUNCE YOU ARE OPEN WITH CURBSIDE FLAGS



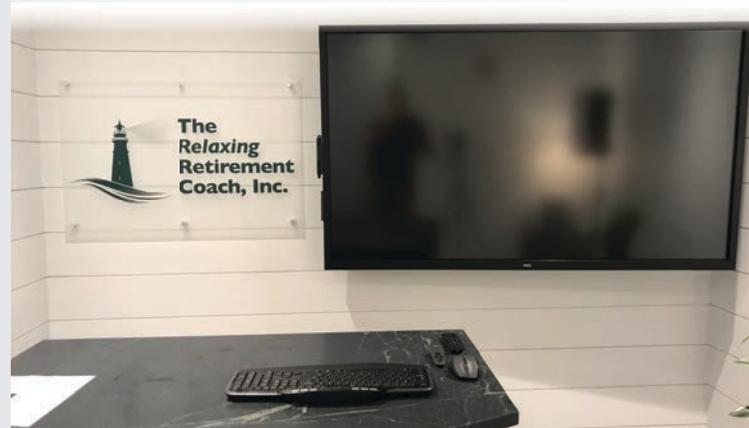
The Zoom Flex Medium Flag is the perfect advertising display flag for outdoor use. The full fiber pole and wind-resistant flag are designed for the graphic to rotate in wind, providing a dynamic option for your display needs. Flags are available in four shapes - Feather, Straight,

Teardrop and Edge. The height varies from 116" to 138.63" depending on the flag shape, and flags have the option for single or double sided display graphics. Ground stake and storage bag are included. *Product not designed to withstand adverse weather or high wind. Weather damage is not covered by product warranty.*

WHAT PEOPLE ARE SAYING...

"This looked like a simple project, but there were lots of factors to consider: glare, art, size, etc. We are very happy with the final result!"

The Relaxing Retirement Coach, Inc.



TIME TO HAVE SOME FUN WHILE STILL STAYING SAFE!

Let's face it - we all have quarantine fatigue. Months after businesses were shuttered and residents were required to stay indoors, the reopening of the country is in progress. For those of us craving the shoreline, mountains, deep woods, lakes, cities and amusements, it's time to get out and have some fun.

