



THE boelte PRESS

A B O E L T E - H A L L P U B L I C A T I O N



BACK TO BUSINESS: RE-OPENING DAY IS COMING!

Has your small business or company been affected by COVID-19? Of course it has, all businesses have been affected in some way during these unprecedented times. With the onset of COVID-19 happening so quick, most businesses are making defensive moves to survive. They are cutting wages, laying off and furloughing employees, and in many cases they are closing their doors.

The budgets we created for 2020 are being reworked, especially with the uncertainty of not knowing when things will be somewhat normal again, which is what most of our clients are saying. The last thing we should be spending our money on now is marketing, right? Wrong! That is exactly where we should be investing our money. In fact, we believe now is the time to make cuts in other departments so we can spend even more on marketing.

It's natural to make defensive moves in a crisis like this, but the companies that survive are typically those that stay on the defense for a short period of time, quickly switching to offense and adjusting their marketing plans in positive ways.

Now is the time to continue doing what you were doing. If you were in the midst of a direct mail or cross-channel campaign, you should continue sending the postcards and emails on a regular basis. If you were sending a newsletter, then you need to continue sending the newsletter. This is the time to stay visible to your audience, they want to hear from you.

Your reworked budget must include a post-COVID-19 marketing plan. Strategize for what re-opening day will look like. Think about how you will let your clients, employees, and vendors know you're open. What kind of signage will you need? Will you need banners? Will you mail postcards or special edition newsletters? Don't forget about operational print and marketing.

Times will be different than they were before. Most companies will need new signage around the office or warehouse. There will be more hand-washing signs, directional signs, floor graphics, window graphics, pop-up displays all with hygiene related messaging on them. These items are important to include as well.

ABOUT THIS SPECIAL EDITION

We find ourselves in strange times. Many of us have been confined to our homes for weeks on end. Thankfully there is light at the end of the tunnel. While businesses are struggling with the current situation it's important you are looking toward the future.

This issue contains articles written by our Sales Executives about how to prepare for what we are calling "Re-opening Day", what you need to do and how Boelte-Hall can help. Our goal is to inspire ideas and encourage readers to start talking about post-COVID-19 business plans. We hope you enjoy!

Now is the time to spend more money on marketing, not less. If you spend less or do nothing, it may be a slow and painful way to go out of business. Some will survive, but the odds are much better for those who invest and stay visible to their audience.

Boelte-Hall has the tools and capabilities that allow us to work together to develop solutions from concept through completion. Contact us if your company needs help staying visible. We would love to help develop a post-pandemic marketing plan that works.

RE-OPEN YOUR DOORS USING **DIRECT MAIL**

BOOST **YOUR** MAIL

INFORMED DELIVERY

Integrated In This Issue

Now you can connect direct mail with digital marketing by providing residents a preview of their mail before it arrives, whenever, wherever on a computer, tablet or mobile device. Enhance your mailing by adding interactive graphics and links to landing pages.

EVERY DOOR DIRECT MAIL

Affordable Local Advertising

Advertise your business services and products to specific areas of your community without mailing lists, permits or addressing requirements. EDDM offers the lowest postage rates and is an economical way to drive customers to you.

INFORMED VISIBILITY

Near Real-Time Data Tracking

Pairing direct mail with digital efforts will maximize the exposure of any campaign. Once the direct mail piece has reached the consumer, you can release complementary email, digital assets, and social media posts at the ideal moment, helping to keep your business in front of the competition.

MAIL **VS** EMAIL

OMNI-CHANNEL COMPARISONS

Email's low startup costs can be enticing, but Direct Mail is king when it comes to statistics!

Research	Mail	Email
Acts Immediately	79%	45%
Response Rate	4.4%	0.12%
Brand Recall	75%	44%
Client Generation	34%	24%

Multi-Channel Campaigns Work!

While direct mail works well on its own, mixed-media is proven to build brand awareness and increase ROI.

DIRECT MAIL + VARIABLE DATA PRINTING

In January we sent a postcard starting conversations about how to keep New Year resolutions for businesses. As most predicted, the gyms are empty, but for reasons we never would have thought. COVID-19 and "social distancing" have turned our world upside down. One thing has not changed, your mailbox is still full and deliveries are more active than ever.

If you haven't already, now is the time to plan your communications strategy. Boelte-Hall can help with direct mail. This highly effective marketing channel uses mail service to deliver promotional printed pieces to your target audience and encompasses a wide variety of promotional materials, including brochures, catalogs, postcards, newsletters, and other packages.

What's the advantage? Unlike other forms of advertising, with direct mail you can communicate one-on-one with your target audience. This allows you to control who receives your message, when it's delivered, what's in the envelope, and how many people you reach.



Boelte-Hall is an industry leader providing intelligent marketing solutions to many of our clients including mid-market enterprises, agriculture, medical, non-profit organizations and more. We give our clients insight & analytics that turn their raw numbers into useful information helping to support strategic decision-making and bottom-line growth.

Our in-house direct mail production and distribution capabilities help our clients keep their mailing lists up-to-date through the use of postal technology, and span the spectrum of fulfillment methods, from enhancing online engagements to producing millions of personalized and compelling direct mail pieces, hand-delivered to your ideal targets.

Let's talk about how direct mail can help you!.



THE FUTURE OF ~~HEALTHCARE~~ COMMUNICATIONS

As we began writing this article about communications in healthcare, it became clear the COVID-19 pandemic has been equally disruptive to ALL communications in every industry. The majority of conversations we're having with our client's in various industries revolve around their immediate struggles and keeping themselves and their families healthy and safe. Many are still getting over the shock of the way that this virus has changed their lives both at home and in the community.

Whether you are a marketing director at a hospital or an art director at an agency, you still have goals set for 2020. They may have been pushed back, delayed, or rescheduled, but they are still there. Many businesses are struggling with internal issues like how to manage communications with the community, potential visitors, and those who may fear that they have or will be exposed to the virus.

Utilizing multiple channels of communication is critical. Strategizing direct mail campaigns, adding banners and signs that help visitors know what to expect at your facility, and updating your website to convey COVID-19 messaging are just a few examples

of how to keep your audience and clients informed and safe.

Some may be wondering about the postponed seminars, educational conferences, and trade shows they planned to attend. Others may have to consider re-engineering their shows to online events to get back on track. This creates additional challenges such as driving traffic to your website, keeping students, visitors, and vendors engaged while ensuring your hospital or business is always top-of-mind.

Flattening the curve of the virus is of utmost importance, but don't flatten your business curve in the process. Regardless of industry, we help businesses by supporting your communications with reliable, quality print delivered on time. Whether you are dealing with immediate needs related to COVID-19 or staying on task with your marketing plans and getting as much done now as possible. Boelte-Hall is here to help.

With today's technology, we can print a direct mail piece, imprinting dates, times, and addresses later. This provides peace of mind knowing that you are poised and ready to drop the

mail piece once it's been rescheduled. You will be ahead of the market and top of mind.

Give us a call. Even if you want to talk on a personal level about how this pandemic is affecting you and your business. We are human first, business-people second. Stay well and keep marketing.

PREDESIGNED SIGNS



The CDC provides various health materials we can print for you.

Visit [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus) to choose the right signage for you.



LARGE FORMAT AMPLIFIES YOUR MESSAGE

IDEAS SHOULDN'T BE LIMITED BY SIZE

From pull up banners to 10-story tapestries, Boelte-Hall makes your vision a reality. The skilled engineers in our large format department produce state-of-the-art printed products in any size or shape you need.

MORE THAN PAPER AND VINYL

Our large format services don't stop at paper and vinyl. We produce your projects on a variety of materials, such as wood, fabric, plastic, and more. We have decades of experience printing on non-traditional surfaces.

OUR LARGE FORMAT PRODUCTS INCLUDE

- ▶ Event & Parking Signs
- ▶ Trade Show Booth Displays
- ▶ Sidewalk, Floor & Stair Graphics
- ▶ Window Clings
- ▶ Column & Fence Wraps
- ▶ Wall Murals
- ▶ Hanging & Pull Up Banners
- ▶ Life-Size Cutouts

Let's **Print** Together!

This is a stressful time for most of the businesses around the world- big and small alike. The COVID-19 pandemic has taken over the globe and nothing seems normal. Most businesses are concerned about how to communicate effectively with their customers. At this point, it's vital to make your customers and prospects aware of how you are adapting to the situation. They probably have many questions such as:

- ▶ When will your doors re-open?
- ▶ Do I need signage for social distancing?
- ▶ If it is safe to use your services?
- ▶ Are you shipping and delivering?
- ▶ What changes can I expect?

Amidst these difficult times, you don't have a lot of options to tackle all this effectively. This is where Boelte-Hall's large format department comes to the rescue. Custom COVID-19 signs for businesses is the best way to go about and ensure that your customers have answers to their concerns. These coronavirus signs are not just a great informational tool for businesses, they also educate, inform, and motivate everyone around us. Call Boelte-Hall today, let's talk about what visual needs your company has.

IMAGINE A WORLD WITHOUT SIGNAGE!





AG MARKETING: PLANT SEEDS NOW

Current Struggles Inside the Agriculture Industry During the COVID-19 Crisis

The current rule of "no gatherings of 10 or more people" has eliminated or postponed trade-shows and many agriculture events. This makes it difficult to communicate positive news in the Ag industry.

While many companies are waiting to see what happens next, we must take action and have a plan in place rather than being reactive and scrambling for answers. Now is the chance to be seen as a leader in the industry, take the steps

your competitors are not, and be the voice of innovation to your audience.

The question we hear most from our clients is, *"How do we even begin?"*. Our answer, *"You already have!"*.

You see everything begins with communication, what follows is an action plan identifying your message and how to deliver it.

We have helped many of our clients consolidate marketing materials, trade-show equipment, and many

other items by utilizing our print portals. In fact, over the past two weeks we have produced hundreds of print pieces in advance, all in preparation for "Re-opening Day".

The Agricultural industry is no different than any other when it comes to communications, let Boelte-Hall help you plant your marketing seeds before it's too late.

Remember, if you aren't marketing, your competitors are.

CREATIVE SOLUTIONS PROVIDE SAFETY WHILE RE-OPENING DOORS

Artists and designers have grabbed their pens, pencils, and styluses to create images of support and informative illustrations to help distribute advice on how to slow the spread of COVID-19.

Guess what? It's working! Creatives are now focusing on new print graphics to urge communities to continue the life changes necessary to minimize future chances of catching or spreading this disease.

Now is the perfect time for us to help provide solutions to your business. Whether your company needs immediate assistance with COVID-19 graphics or you want to strategize a "Reopening Day" cross-channel campaign, our award-winning creative department will work closely with your team to ensure your message is on point, delivered on time and to the right audience.

We work with a wide range of clients in various industries, which means we've got some insight into what your audience is looking for. Generating leads and closing sales while we wait out this pandemic isn't



easy; in fact, some say impossible! This is why it's important that your brand stands out now and is in line with your audience.

Our creative team and dedicated sales executives handle projects and campaigns of all sizes, working hard to ensure

communication is open and accurate, the print quality exceeds expectations, and deliveries are made on time.

Call Boelte-Hall's friendly staff, let's discuss plans and strategize for your next creative project.

COMMUNICATION TOOLS: CRUCIAL TO SALES

Holding Meetings During and After the COVID-19 Crisis

As the “stay at home” order is lifted and society prepares to start gathering in crowds, businesses need to ensure it is safe. To make people feel comfortable, we believe it will take good communication, proper signage, and employee training. This is an area Boelte-Hall can help with.

Salespeople will have to provide a compelling reason for clients to consider allowing them into their conference rooms. If COVID-19 continues to linger around for the remainder of the year it could be very difficult to convince someone to meet with you directly. Tools such as Zoom, Teams, and Skype are the new standard for getting an appointment and give you the best opportunity to get to know your clients. However, when the markets reopen, meeting your clients in local public facilities like restaurants and trade shows will be important to help get the economy going again.

Trade show season, for the most part, is done for the year. All early summer shows are canceled and the late shows in the fall are not confirming. This leads us to believe companies need to find a way to spend those marketing dollars and find new business opportunities.

Top 5 Reasons Marketers Attend Trade Shows

1. Trade Shows Are the Epi-Centers of Development
2. Compare and Source Products and Services
3. Network, Network, Network
4. Access to Thought Leaders
5. Save Time and Minimize Costs

With the absence of trade shows, direct communication with clients and prospects will increase. Direct Mail and printed communication are great ways to reach them. Marketing will have to be creative, not simply a tri-panel brochure, but focusing on more robust programs such as sales kits with promotional items you planned to use at a canceled show, product samples sent in a custom printed box, cross-channel campaigns, really anything that grabs your client's attention.

Go crazy with the message! Get information to prospects now, build new relationships, and gain clients. Contact Boelte-Hall to help with your new business strategies and how to overcome future sales and marketing challenges!

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GO CRAZY WITH THE MESSAGE!
GET INFORMATION TO PROSPECTS
NOW, BUILD NEW RELATIONSHIPS,
AND GAIN CLIENTS.

VARIABLE DATA (VDP)

Separate your direct mail from the crowd with personalized text and images, helping to make your pieces both eye-catching and relevant to your recipients. Personalize your tailored mailers based on preferences and purchasing patterns of your users, prompting them to take action when the time is right.



**Call Boelte-Hall today to learn more
about our Direct Mail + VDP Program!**



BOELTE-HALL

CELEBRATING MORE THAN 50-YEARS SERVING OUR COMMUNITY

Business as usual no longer exists. The dramatic spread of COVID-19 has disrupted lives, communities, and economies worldwide. As an essential business, Boelte-Hall is doing everything we can to continue to serve our community. With the support of our loyal customers and the efforts of our dedicated staff, we are coming out of this pandemic with a renewed sense of spirit and drive, to grow and adapt to the market's new post-pandemic reality.

Since 1967, Boelte-Hall has been providing printing innovation and exceptional customer service. Our commitment to developing long term relationships with customers defines who we are.

Our solutions include commercial print, mailing services, variable data digital printing, cross-channel campaigns, creative design, event marketing, trade show displays, brand management, online print ordering portals, and much more. Count on Boelte-Hall to have the best people, the best tools, and the best service to help you make it easier to accomplish your goals.

With our modern and versatile commercial and digital presses, bindery and finishing equipment, along with our experts in pre-press and newly formed creative department, we are set up to successfully achieve marketing ROI above expectations and have a long list of recognized company names and testimonials to support it.

GREAT IMPRESSIONS SINCE 1967

Boelte-Hall has been a staple of the Kansas City metropolitan area for over 50 years! Since then we have completed hundreds of thousands of projects for our community. We work with a diverse group of people, businesses, and industries to ensure that you receive excellent service and quality products so you keep coming back.



boelte-hall

Let's **Print** Together!

OUR APPRECIATION

Despite the many changes in equipment and technology through the years, some things remain the same. People are more important at Boelte-Hall. We have great employees dedicated to providing the best service to our customers.

We pride ourselves in helping customers reach their goals. Whether it's recommending a new technique or process, making mailing easier, simplifying ordering and in some cases, encouraging customers to order smaller quantities if it's in their best interest.

The people I've been fortunate enough to work with are honest and conscientious. They treat every customer's job as though it were their own.

We hope that you will choose and trust us for your next project.



Kind Regards,

Steve Hall
Steve Hall, Owner

OUR BRAND PROMISE

We are proud to serve and support our community with respect and honesty while guaranteeing the quality of our work and providing quick turnaround.

For over 50 years people just like you have trusted Boelte-Hall to be proactive, diligent, and to follow through on our commitments and standards of excellence. Accountability is important, and we do our best to eliminate all mistakes by consistently making improvements in each department.



Kind Regards,

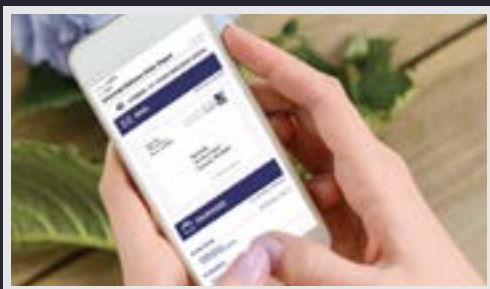
Garrett Shropshire
Garrett Shropshire, Owner

INFORMED DELIVERY

Informed delivery is a free service provided by the post office that emails a summary of what's arriving in your mailbox each morning.

If you are one of the nineteen million Informed Delivery users, you knew this bulletin would be in your mailbox. Just as we integrated Informed Delivery with this mailing, Boelte-Hall can help increase the reach of your message by adding multiple channels to your marketing.

Ask our sales team about the power of Informed Delivery and how it can enhance your direct mail campaigns.



**Call Boelte-Hall today to learn how
Informed Delivery can help your business!**



Let's **Print** Together!

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PRINTING

Lithography
Digital
Large Format

MARKETING

Direct Mail + VDP
Conversion Tracking
Multi-Channels

CREATIVE

Branding & Design
Business Collateral
Websites + More



boelte.com

Let's **Print** Together!

LET'S COMMUNICATE TOGETHER — LET'S PERSEVERE TOGETHER — LET'S SUCCEED TOGETHER

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