

# BEYOND PRINT

FALL 2017

IDEAS FOR MARKETING AND CREATIVE PROFESSIONALS

## Experiential Street Art by Kelsey Montague

+ MORE...



**Kristina Halvorson: Large,  
Messy Websites and Online  
Content Strategies**

**Place Branding Tips We  
Can All Use**

**Internal Marketing and  
Company Culture Go  
Hand in Hand**

  
bolger  
vision beyond print

# CHECK OUT OUR FAVORITES FROM THIS ISSUE!

Call today for your **FREE Flexible Ruler.**

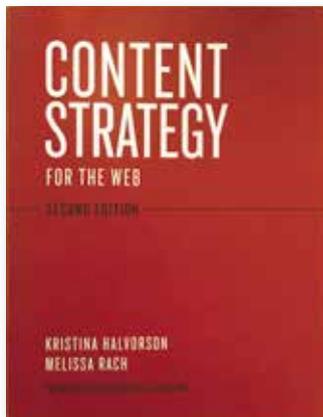
A must-have tool for graphic designers and print production professionals.

- Measure font sizes from 4 pt. to 72 pt.
- 0.25 to 12 pt. rule sizes
- Leading gauge
- Millimeters to inches (up to 28")
- Best of all . . . it's printed on a transparent vinyl stock!

**Everyone's a WINNER!**  
Get your Flex Ruler today.



## Register to WIN one of these great books:



### *Content Strategy for the Web, Second Edition*

By Kristina Halvorson and Melissa Rach  
(Cover Story: Page 6)

#### **FROM CONSTANT CRISIS TO SUSTAINABLE SUCCESS, BETTER CONTENT MEANS BETTER BUSINESS.**

Your content is a mess: the website redesigns didn't help, and the new CMS just made things worse. Or, maybe your content is full of potential: you know new revenue and cost-savings opportunities exist, but you're not sure where to start. Start by winning a copy of Kristina's book!

- Understand content strategy and its business value.
- Discover the processes and people behind a successful content strategy.
- Make smarter, achievable decisions about what content to create and how.
- Find out how to build a business case for content strategy.



### *What Lifts You*

By Kelsey Montague  
(Page 16)

In need of a creative exercise? Need to relieve the daily stress? Or just want to share something fun with young friends and family? *What Lifts You* is 96 pages of intricate, organic designs meant to inspire creativity and elevate the human spirit.

**REGISTER TODAY TO WIN!**



Scan the QR code or visit:  
[bolgerinc.com/giveaway](http://bolgerinc.com/giveaway)

## Welcome to the Fall issue of *BEYOND PRINT*!

**T**he Beyond Print Fall cover continues the tradition of innovative techniques for inspiration. We made the street art pop with a contrast of Gloss UV and dull varnish as well as a tinted varnish to make these dragonflies stand out. We continue to test new techniques on our new press that you can check out on page 17.

Kristina Halvorson caught our attention months ago when a colleague sent our editorial team a few copies of her book *Content Strategy for the Web*. Our introduction to her on page 6 says it all, “we got some straight talk on what content strategy means, building your long-term editorial plans, and why content marketing might not actually be what your business needs.” She gave a great interview and we’re sure you’ll enjoy the cover story.

As a reminder, don’t forget to register to win her book as part of our Fall Giveaway. We give it two thumbs up!



dik Bolger  
CEO, Bolger Inc.

Have you heard the term “internal marketing” as it relates to employees being brand ambassadors? Check out our feature article on page 12 to read the stories and advice of two marketing experts who are walking the walk of successful internal marketing, and creating engaged employees who become great brand ambassadors.

Our interview with expert Ben Friedman made us realize that there is much to learn from place branding campaigns that we can use in marketing our own brand’s “place” within the community. While interviewing Ben, he suggested we check out Kelsey Montague, an internationally renowned street mural artist who has teamed up with cities from coast to coast to bring the community together through her beautiful interactive street murals. Kelsey became our featured story on page 16.

**We hope you enjoy this issue of *Beyond Print* and we look forward to seeing what new marketing projects and programs you’re working on.**

## EXPERT OPINION

Read insights from the following contributors in this issue:



**Kristina Halvorson**

Are you developing content but don’t know what you’re getting from it or why you’re doing it? Kristina has tough questions for marketers and CMOs. (Page 9)



**Ben Friedman**

Ben explains place branding and how it can teach us to better engage our employees and connect to our community. (Page 10)



**Kelsey Montague**

Kelsey explores how public art, interactive art, and social media intersect. (Page 16)

Follow us online



facebook.com/bolgerinc/



twitter.com/bolger\_inc

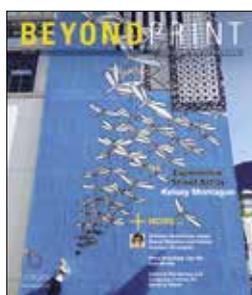


pinterest.com/bolger0070



linkedin.com/company/bolger-vision-beyond-print

BEYOND PRINT is printed on 80# Opus gloss cover and 100# Opus matte text paper



**01 Welcome**  
Letter from the CEO, plus a selection of the key contributors writing in this issue.

**02 Insights**  
Ideas, opinions, news, and trends.

**06 Cover Story**  
Kristina Halvorson gives us straight talk on content strategies.

**10 Place Branding**  
We experience it every day, all around us. Learn how to apply it to your own brand.

**12 Internal Marketing**  
Internal marketing and communications are the cornerstone of a great company culture, and they turn employees into brand ambassadors.

**16 My Working Day**  
Meet internationally renowned street mural artist Kelsey Montague.

## BEYOND PRINT

Executive Editor  
Cindy Woods, cmoteam.com

Contributing Writers  
Tim Sweeney  
Kristen Matthews  
Stephanie Walden

Design: Diann Durham  
©2017 All Rights Reserved

Printed and distributed by Bolger  
www.bolgerinc.com



## SOCIAL MEDIA MARKETING »

# The Webinar Gets a Rebrand Taking Online Seminars from Snoozy to Snazzy



By Stephanie Walden

Let's face facts: "webinar" is a snoozy buzzword. It feels like it belongs in the virtual broom closet, next to other relics of the early dot-com days, such as "chat room" and "dial-up modems." But the tool—which, if we're celebrating birthdays, is quickly approaching the legal drinking age—is still a valuable way for brands to connect with consumers. And with the recent emergence of many sleek new features and services, it's easier than ever to add a little oomph to this stereotypically dry platform.

First, let's talk nomenclature. In 2017, the webinar underwent a rebrand. Today, it's more common to hear about "webcasts" or "virtual

panels." (And it's worth noting that even snazzy-sounding platforms such as Facebook Live have webinar functionalities at their core.)

While we're on the subject of semantics, if we dig into the word "webinar"—a hybrid of "web" and "seminar"—it's easy to draw a direct comparison to the classroom. As with any class, the professor and the subject are the two most important factors that dictate enrollment, engagement, and, ultimately, educational value. Just as History of Rock and Roll is more likely to garner student sign-ups than Chaucer's Complete Oeuvre, a webinar entitled "What *Breaking Bad* Can Teach Us about Business Partnership Dynamics" will likely attract more

eyeballs than an overly technical topic, no matter how topical.

On the host side of the equation (the professor in the classroom metaphor), webinars are fertile ground for effective influencer marketing. Unlike forced product placement plays on Instagram, webinars provide unique opportunities to use top-tier talent in an engaging (and often ROI-boosting) way.

Geniecast, for example, a relatively new player in the videocast space, boasts an impressive talent roster that includes big names such as Apple cofounder Steve Wozniak. Users can watch informative content and interact with hosts in two-way, live video experiences. The content is intended to facilitate professional

development, leadership training, employee engagement, and edutainment.

Playbuzz is another company putting a cutting-edge spin on this old-school technology. The brand incorporates its own product into its webinars, using interactive storytelling techniques that get viewers involved via polls, quizzes, flip cards, and trivia questions.

Shopify does an effective job of product placement within its Facebook Live sessions and Snapchat channel. The brand hosts series such as Meet a Maker and Build a BIGGER Business, combining client success stories with utility advice from established entrepreneurs. Viewers ask questions, and the show's hosts

## FIVE HOSTING SERVICES FOR NEXT-LEVEL WEBINARS

There are an overwhelming number of webinar-hosting services to choose from, and each brings something unique to the table. You'll want to consider factors such as the size of the session you're hoping to host, the overall user experience, the length of the webcast, the interactive features you're most intrigued by, and the annual cost when making a final decision. Here are five of today's most reputable services, beloved by brands both big and small.

**Adobe Connect:** Perhaps the most robust platform on this list, Adobe brings all the features you could ever want in a webinar service under one umbrella. From pre-event trainings and rehearsal support to easy recording and analytics, this service has your back for every step of the process.



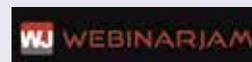
**GoToWebinar:** A sister service of GoToMeeting, users tout this as having one of the most intuitive user experiences. Along with polls, HD video recording, and analytics, the platform also includes a "pass the control" feature, allowing any participant in a session to effectively take the mic during livestreams.



**Livestorm:** Livestorm works seamlessly across platforms and browsers, so you don't have to ask attendees to download Chrome or additional software to attend your event. Users can also push data collected during webinars to more than 750 apps, including MailChimp, HubSpot, and Zapier.



**WebinarJam:** This service facilitates easy integration with Google Hangouts and allows for the hosting of very large webinars for a relatively low price tag. In addition, it offers easy integration of custom landing pages, quizzes, and live offers as well as the ability to bring in up to six live presenters.



(Supplemented by Shopify support staff) respond in real time.

Sprout Social's YouTube Live webinars are also created with social media in mind. In Sprout Sessions, 30-minute webinars capture sales leads via a virtual conference call, encouraging attendees to ask questions over social sites such as Twitter or YouTube chat. This ensures a ripple effect that keeps audiences engaged long after the session itself has ended.

Modern webinar-hosting software platforms are masters of multitasking. They often include useful features such as mobile screen sharing, text chatting, live-streaming, easy recording (so that content can be repurposed on social media after the fact), app integration, easy landing page customization, and interactive elements such as polls, surveys, and quizzes.

Webinars don't have to put your audience to sleep—and with the exciting tools available today, it's easy to go from boring to brand-boosting content in mere minutes. ■



**Zoom:** This highly interactive platform is a favorite among start-ups and SMBs. With mobile screen-sharing capabilities and a very visual interface, it's perfect for hosting more intimate or small-group sessions. The platform allows for up to 100 interactive participants per video event.

zoom

## COOL FINDS »

Become inspired and enlightened with these two complimentary paper guides.  
**ORDER YOURS TODAY!**

sappi

### *The Standard*, Vol. 6: Bindery Techniques

*The Standard* has served as an invaluable resource for designers and printers around the world. Each edition focuses on a single aspect of the printing and design process, allowing for a closer, more detailed look at each phase. Volume 6 showcases innovative bindery techniques and styles with step-by-step instructions, provides colorful examples, and comes complete with a pullout guide to binding materials, plus a useful glossary that covers virtually everything designers need to know about the bindery process.



Request your complimentary copy today at:

[www.sappi.com/standard-sappi-north-america](http://www.sappi.com/standard-sappi-north-america)



  
Domtar

### Explore Lynx

This mill promotion from Domtar will grab your attention immediately with its fun zip strip open mechanism and embossed front cover. Beautiful four-color images showcased on this uncoated stock demonstrate the performance and versatility that it can bring to your project.



To request a complimentary copy of **Explore Lynx** or Domtar's publication **Blueline**, please visit:

[www.domtarpromo.com](http://www.domtarpromo.com)

**TRENDING »**

# The Value of the Vlog

**Video blogging presents brands with incredible opportunity to get creative**



By Stephanie Walden

Marketing metrics regarding video continue to be astounding: 68% of marketers feel that video is essential for their business, and according to an analysis by Extreme Reach, video-ad engagement has seen about a 20% boost recently, with both time-spent and completion rates on the rise. With nearly one-third of all people on the Internet using YouTube to watch a billion hours of video each day, these numbers translate to a staggering amount of potential influencer and purchasing power.

Vlogging—or video blogging—isn't new to the game as a marketing medium, but the success of influencer marketing on video-centric services ranging from experimental

platforms, such as Vine (RIP) and Periscope, to tried-and-true virtual destinations, such as YouTube, have marketers paying attention to the incredible power vloggers have over their audiences, as it represents an attractive option to reach young, digitally savvy consumers.

Vlogs are personality driven and allow you to quickly build a relationship with your audience. The possibilities for content run the gamut both in terms of topic and delivery style, but you'll need to decide how much direct selling you want to do—whether your vlogs are to generate leads or build a following for the purpose of humanizing your brand. According to Ron Gelok, entrepreneur

and professional network marketer, “Unless you specifically direct your viewers to take a measurable action, it’s entertainment.”

**A Cost-Effective and Innovative Way to Increase Your Brand Awareness**

Take Tasty, for instance, BuzzFeed’s short-form video property that’s dominated newsfeeds for the past few years. Brands are jumping on board with product placement opportunities, and they’re seeing serious results: Newell Brands tested out its Oster grill in a minute-long Tasty video in March 2016 and experienced a direct sales lift—as well as 310 million views.

Non-lifestyle-focused brands can use vlogging to create tutorials, influencer-infused product demos, and technical support with personality. And it’s not just massive brands with beaucoup bucks that are delving into the space: start-ups such as Ethical Coffee Chain, Unroll.me, MuleSoft, and Dollar Shave Club have produced exceptionally well-done how-to videos that deliver clear-cut explanations on how (and why) to use their products. If video is the beloved darling of the social media marketing world, vlogging is perhaps the next frontier for branded content—and there’s nearly limitless opportunity for companies to get creative. ■

## Parting Thoughts on Vlogging

**Collaboration and CTAs**

There’s no easier way to invoke the Internet’s bite than an inauthentic marketing campaign. If you’re planning to work with vloggers who have large and established viewership bases, be sure that your brand is a natural fit for the content—or that the vlogger is talented enough to work your product into the message in a way that doesn’t feel forced. Careful collaboration and deciding how the call to action is integrated into the content are key.

**Vlog Interviews**

Consider two-minute street interviews with your CEO, managers, or industry experts. Your company leaders are incredibly interesting people with great stories and off-the-cuff responses to surprise questions. Interviewing them further humanizes your company and builds trust and empathy with your audience. Unlike Facebook Live, where you can’t take it back, you only post what works when vlogging!

**Event/Conference/Trade Show Recaps**

Younger consumers and audiences love to share experiences. Whether you’re exhibiting at or attending an industry event, seek out a digitally savvy millennial or gen Zer and assign them the task of finding cool innovations and technology to share or vlog from behind the scenes with the event staff or speakers.

**Daily Doses**

Daily doses of humor, trivia, or positive stories are always a great way to start the day or the week. Your audience will look forward to hearing from you or your coworkers if you can start their day with a smile or hearty laugh.



# ON TOPIC: TYPOGRAPHY

The printed word is all around us. And the fact is, we see the words before we read them. Typography has always been a subtle but mighty influence on readers, and it plays a more powerful role in brand imaging than most realize. We may not know the names or histories of the fonts we see every single day, but we will recognize iconic ones instantly and link them to a brand. Think of the *New York Times* masthead, London subway signs, and Marvel comic lettering—they are all famous examples of custom typography that produce brand recognition and evoke emotions all at once.

Want your brand's logo to have a unique and never-before-seen font? Or maybe you want a style reminiscent of a classic, trusted brand? Either way, selecting fonts can be overwhelming. Our best advice? Bring in an expert. They will invest the time to develop a deep understanding of the needs of the brand, delivering invaluable expertise on issues of legibility, style, and functionality across both print and digital platforms. The subtle manipulations and nuances that a professional custom typographer or experienced designer employs help find the perfect balance. *Your brand is your identity.* Choose wisely.

Check out our five favorite font sites:

- **FontShop:** [fontshop.com/foundries/fontfont](http://fontshop.com/foundries/fontfont)
- **LucasFonts:** [lucasfonts.com/home](http://lucasfonts.com/home)
- **Delve Fonts:** [delvefonts.com](http://delvefonts.com)
- **Hoefer & Co.:** [typography.com/custom](http://typography.com/custom)
- **Fontsmith:** [fontsmith.com/services/custom-font-design](http://fontsmith.com/services/custom-font-design)

**REGISTER FOR OUR fall giveaways and you'll get this cool flexible ruler!**

Register at:  
[bolgerinc.com/giveaway](http://bolgerinc.com/giveaway)



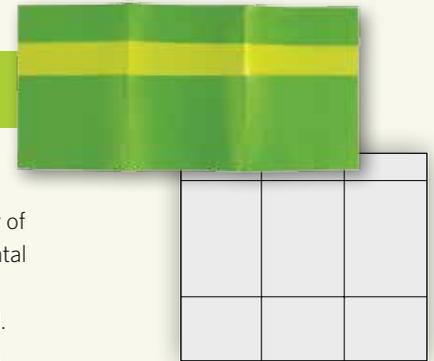
## THAT'S FOLD-TASTIC »



fold  
factory  
.com

**Trish Witkowski** specializes in creative solutions and engagement strategies for direct mail and marketing. She is also the curator of the world's most exciting collection of folded print and direct mail samples, sharing the best of her collection on her popular e-video series, *60-second Super-cool Fold of the Week*. Check out two super-cool folds below, and request the dielines directly from us!

### BROADSIDE REVEAL BROCHURE



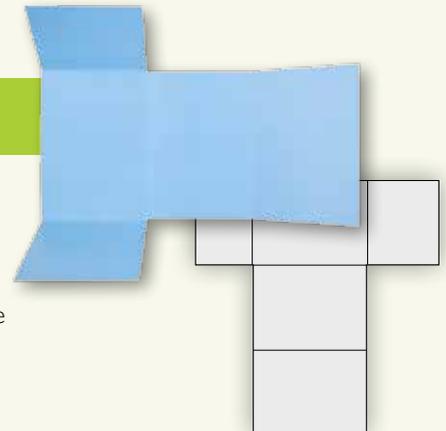
The Broadside Reveal Brochure is a tri-fold with a twist. With asymmetrical broadside folding applied to the exterior of the brochure, we have created a horizontal reveal and lots of extra real estate for content that can be hidden when folded.

The Broadside Reveal Brochure is 14.5" by 12.375" unfolded, and it finishes to a 4.825" by 6.825" rectangular format. This format is not self-mailing, so if you intend to mail this format, it is designed to fit into an A7 envelope.

*Scan this code with your mobile device to watch it unfold!*



### THE T-CROSS MAILER VARIATION



The T-Cross Mailer Variation has an unusual T-shaped format that opens up to a large multipanel spread that can be used for dramatic imagery and graphics. This format offers lots of style in a mail-friendly proportion.

The T-Cross Mailer Variation is 17.125" by 17.875" unfolded, and it finishes to an 8" by 6" rectangular format. This fold is self-mailing; however, tabs of glue will be required.

*Scan this code with your mobile device to watch it unfold!*



# Content Strategy for Your Brand

By Tim Sweeney

**Kristina Halvorson** is the CEO and founder of Brain Traffic, a consultancy that delivers content strategy, large-scale audits, and digital content development to clients around the world. We got some straight talk on what content strategy means to her, how to build your long-term editorial plans, and why content marketing might not actually be what your business needs. Like we said—straight talk.



**Q: You started working in what is now content marketing strategy around 2008. That's a lifetime ago in the world of marketing. How has it evolved?**

**Kristina Halvorson:** I came into the field through user experience design, so I was very focused on websites and how companies use them to serve customers. I was keenly aware of the content marketing movement early on, and a huge problem we saw was that clients had so much content that it was almost getting in people's way. I've watched marketers get really excited about content but not know exactly what they are getting from it or why they are doing it. Research is now showing that people are developing it and spending money on it, but a low percentage of companies can demonstrate that it's working. Recently, people have become disillusioned with content marketing as something you have to do, and instead they are becoming more focused on what they produce and why.

**Q: So, how are people approaching it now?**

**KH:** Certainly, some marketing higher-ups are interested in the traditional sales funnel, so they are still excited by what they get from an exposure

**Recently, people have become disillusioned with content marketing as something you have to do, and instead they are becoming more focused on what they produce and why.**

perspective—shares, time spent on-site, sales, and other metrics. But more-mature companies want to see why they are doing the content work. Most of it is to drive leads and then plug that content back into the larger sales cycle in a measurable way. Of course, ad agencies create content that wins awards, and brands love to win awards! But smart companies are looking at ways to be more judicious in how they spend money, and content marketing might be a part of that mix, or it might not. Now they are asking, Does it make sense for my strategy and purpose? You have to avoid the trap of the marketer's ego.

**Q: Do you have an example of this?**

**KH:** I recently saw a woman from Allstate give a speech at a conference. She explained how Allstate was doing content around the aspects of owning a home and had produced a video about raising chickens in your backyard. The video went viral, so they were excited and wondered if they should do more stories about raising chickens. But they weren't able to vet whether that was getting them qualified leads. So you have to be careful about ego metrics. As a company, you can use brand perception-shaping content, but you also need to put consideration into the part of the customer journey where they want to learn about the products.

**Q: It seems nowadays if you are playing catch-up on content marketing practices, you'll be behind again by the time you catch up. How important is it to make it a priority to keep up with content marketing evolutions?**

**KH:** We are all catching up all the time, but not everything that is new is for you. I tell people to slow down and set strategy. Some people think their strategy is to become a world 

## 4 Pillars of Effective Editorial in Content Marketing — Kristina Halvorson

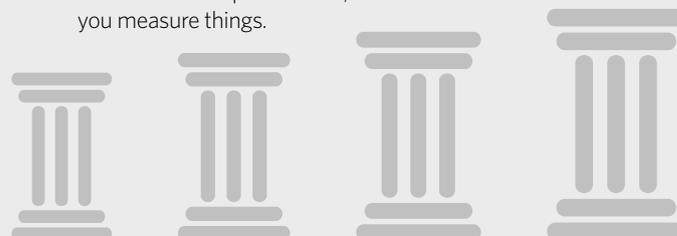
With my clients, I tend to differentiate between a content strategy and an editorial mission. If you decide that content marketing is the right call, you need to decide how you will differentiate between them. That's where an editorial mission comes in—who are you going to be as a content organization? There are content-promoting activities and SEO tactics that have to accompany that editorial mission. That, to me, is what content marketing is—the creation and promotion of editorial marketing. To be effective on the editorial side, you need to have these four pillars in place.

**1 The user experience** — How are people able to make contact with your content? How are they interacting with it online, and how will they move through it? Are they reacting to it? What are we asking them to do once they leave that marketing content? What is the presentation and role of your content within a larger online experience? You can have the most beautiful content marketing site in the world, but when someone gets into it and then clicks into your website, it has to be the same experience. If it sucks, all your work is lost.

**2 Editorial approach** — This is what shapes the substance of your content: topics, voice and tone, how you're addressing your customer throughout their journey. Your editorial approach should be one that differentiates you in the marketplace. Even if it's just a commitment to using simple, plain language in a highly regulated industry, it's important to know it and commit to it.

**3 Architecture** — This is how your content is organized and categorized throughout the customer journey. Content structure powers things such as personalization, dynamic content display, and efficient content management (including enabling content reuse across multiple channels).

**4 The process** — How do you connect the dots? How does it all get done? This is the infrastructure you might have in place, the roles and responsibilities, and even how you measure things.



leader in delivering content to whomever. That is not a strategy. A strategy sets goals based on where we are now, picks a direction, and makes a set of integrated choices. There will be things you say no to. Companies that are evolving in this space have taken time to research and challenge their own assumptions. Marketers don't like to say no. They fear missing the next big thing. Innovation doesn't always mean doing new stuff. Sometimes it means reinventing yourself as a company that prioritizes the holistic customer experience. It could also be the super-unsexy stuff, such as fixing the checkout experience online or killing your Facebook Page because only 100 people look at it. Evolving is what sets people apart. I like unsexy marketing. I like the pragmatic stuff, the good stuff that will help support the customer through all stages of the buying cycle.

**Q: So, what does it mean to create a content strategy as a brand?**

**KH:** Content strategy guides planning for creating, delivering, and managing useful, usable content. And the useful, usable part is about putting the customer in the center. Content strategy takes into consideration brand strategy. It's not about driving brand awareness—that's advertising. It's making the content useful and usable for the customer through their life cycle.

**Q: Can you tell us some of the reasons a brand might want to start creating content itself?**

**KH:** There are a number of reasons creating content might be the right approach for your business—shaping brand perception, improving your SEO standing, building out email lists, or

generating qualified leads. Those last ones are pretty concrete. If you are going to say how content will do those things, you better have metrics in place.

**Q: Once a company has set those goals, who should lead the charge?**

**KH:** That depends on what your editorial mission is, where your content will live, and what your point of view is. Cruise companies and brands such as L.L.Bean, for example, have been creating lifestyle content for years via email and other channels. Their idea of treating content as if it's a magazine is different. If you commit to something like that, you better have some sort of editor, or a beat reporter called a content marketing specialist. If you want to set up a content marketing team, look at a magazine and draw parallels between how people working in print translates to a digital environment. At Brain Traffic, we are just now readying to launch a podcast as a new form of content with different goals. We have a content marketing manager, and our subject matter experts are creating the content. We have a proofreader and outside support for web and podcast production. It all depends on what works with your infrastructure.

**Q: How should marketers build a successful business case for a content strategy budget?**

**KH:** You have to ask yourself what any marketer should always be asking: How do I sell this product to this audience? And it depends on who the audience is, of course. If you have a boss who is super into eyeballs on his or her advertising, focus on the opportunity in SEO and on driving people into learning more about products and services, then put teeth behind it by proposing numbers. If you have leadership interested in brand perception, go that route. If you have leadership interested in the competition, do some research on what your competitors are doing and how you can get to that level. Having said that, if you think content marketing is a huge opportunity for your organization, you have to challenge that assumption. I have asked CMOs why they are doing a content marketing push, and they have said it's because experts told them to. That's a bad reason to do anything. So, we went back and looked at what their goals and needs were and

## Overcoming the Common Roadblocks to Effective Content Strategy

Kristina Halvorson



**Lack of Support** — People are always asking me how to win support from higher-ups for investing time and money in content strategy. My advice: sell to their pain points or hot topics. Figure out how to tie the results of what you want to do to things leadership cares deeply about. Skip the fancy “here's what CS is and how to do it” decks. Go straight into the why.

**Lack of Research** — It's always shocking to find out how little companies invest in actually talking to their existing and potential customers. We find that marketers often make big decisions based largely on their own assumptions. That's unnecessary when there are so many ways to connect with your audience. Start by asking them to talk to you—on the phone (gasp)! Alternatively, run a survey on your website; go listen in on social media forums discussing your industry, product, or service; check SEO keyword trends to see how people are searching for your product or service; and talk to your customer service and sales reps. I could go on and on.

**Lack of Strategy** — This is a big one. We've been told that a content marketing strategy essentially consists of figuring out what your business goals are and who your audience is, then making a plan for how you're going to communicate with them. That's a very tactical approach. A strategy has to define “where you're going to play and how you're going to win” (to borrow from business-management thought leader Roger L. Martin). So you have to be differentiated, you have to say no to certain things, and you have to understand your audience, vertical, and editorial approach. Know those things and understand their interdependencies before you ever start planning your editorial calendar.

whether they could differentiate in this area. But the CMO had to be brave and know that when we were done with the work, content marketing might not have been for them. Any good CMO has to make smart decisions about how to create brand awareness, get conversion, and retain customers. Sometimes not everything is right for your business, including content marketing.

**Q: Can you explain the importance of a traffic expert who can ignite content by using SEO and other expertise?**

**KH:** What you have described is how the brand makes connections between the editorial, the search, and the customer journey, which helps make that content findable. Now that you've made those connections, it's time to think about the connection you're making with your architecture. Once the audience hits that content, how are you filtering it? Is it responsive across different screens? Are you managing on the back end to be sure it's up-to-date? All these things get tied together. The more closely knit they are, the better your content will perform. I see a lot of content marketing efforts only happening on the editorial side, and they are missing the potential of what they are creating. It's much smarter to do less, make sure it's of super quality, and do more with it than to just crank out content and hope something hits.

**Q: Can you explain how brands can get the most from content after it's published?**

**KH:** Regarding repurposing content, I think if we are looking at it from a purely technical perspective, this is a tactic, and it takes effort. For example, you can start with a webinar in which someone is giving a presentation and there is a deck and a live Q and A. Now you have a transcript that can become blog posts and be turned into a podcast. It's taking the same content and giving people different ways to find, access, and consume it. You can break up all these pieces of content and distribute them across various channels, but again, take into consideration how your audience is going to use it.

**Q: What are the best measuring sticks for performance metrics of an editorial strategy?**

**KH:** Assign metrics to those areas that answer the question, Why am I doing this? You should measure brand perception and brand awareness, of course. But if a company can say, "Customers who return to our website three or more times are more likely to buy," that's a good lead. Tracking the behavior of someone who comes from an SEO result is also important. We want to understand what that lead accomplishes. People are sick of the same old crap from pundits who promise you the moon. How do you challenge the assumptions that you are being sold to 24/7 and start grounding your choices in the reality of your company and customers? Too often, marketers get mired in their checklists and to-do lists, and they mistake activity for productivity. If you are being productive, you are getting meaningful results for your business and customers.

**Q: We talked early on about how far content marketing has come, but where is it all going?**

**KH:** I think we'll see far less content marketing in a few years, and only from certain types of industries, such as service industries more so than product-driven industries. For the folks who continue content marketing, I think we'll see a much deeper consideration of audience intent versus interest—what do people want to do when they encounter our content? Finally, I know marketers are really being pressured to

**Too often, marketers get mired in their checklists and to-do lists, and they mistake activity for productivity.**

demonstrate value and results from the content they're creating and promoting, so any tools or systems that help them tie their efforts to conversion and retention will be key.

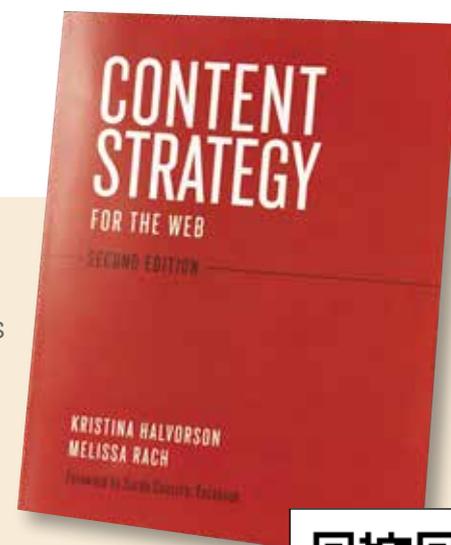
**What is the biggest aha moment or take from your newest book?**

**KH:** What I hear from people is, "Oh, it's not just me! I'm not the only one dealing with all these content problems!" Just finding out that there's a framework and set of tools to help you sort out your content—for strategy, road map, implementation, measurement—seems to be a big discovery, along with understanding the entire life cycle of content and how we can and should be connecting the dots between those phases. ■

## Your content is a mess!

The website redesigns didn't help, and the new CMS just made things worse. Not sure where to start?

**REGISTER TO WIN!**  
**CONTENT STRATEGY FOR THE WEB, SECOND EDITION**  
 (by Kristina Halvorson and Melissa Rach)



Scan the QR code to enter, or visit:  
[bolgerinc.com/giveaway](http://bolgerinc.com/giveaway)



# PLACE + BRANDING = OPPORTUNITIES FOR ENGAGEMENT

**I**f you keep up with the local goings-on in your hometown or city, or if you happen to be a frequent traveler who looks for cool, new spots to visit or festivals to cross off your bucket list, you've probably been exposed to something called "place marketing" or "place branding." A trend that began with bigger municipalities looking to brand themselves effectively or accentuate their most attractive attributes, place marketing is "at the intersection of marketing and brand-building for a specific destination," says Ben Friedman (Partner, IMBIBE), who has worked in the field for a decade.

Friedman helps civic entities at the city, state, and national level—as well as private enterprises such as larger, mixed-use commercial real estate developments—build their brands to emphasize the value of engaging with a physical space. He believes successful place branding today is all about experiences. "With an Internet that can facilitate performing a task simpler, cheaper, or faster, place branding is about creating opportunities for consumers to engage on a deeper, more personal level," Friedman says. "If successfully done, consumers spend extra money and time personally and provide valuable word of mouth recommendations to others about why they should also pursue those experiences."

Whether we realize it or not, we've all been exposed to place branding. It could be the banners hanging from the light posts along a main street, the Saturday farmers' market that pulls in locals and out-of-towners, the Art in the Park festival, or the summer concert series, to name a few of the strategically planned "experiences" that draw us to a place's brand.



**"There may be no better representation of experiential marketing than place branding."**

So why is it important for marketers to pay attention to place branding? There may be no better representation of experiential marketing. Marketers create the experience, set the stage for it, promote it, then deliver it for our consumption. When consumers come, they will (presumably) love being a part of it and become brand advocates. Sounds familiar, right?

As with most marketing initiatives, the audience in place marketing campaigns receives information from a variety of sources (TV, social media, local publications, merchants, neighbors, realtors, etc.). "It's all about establishing a profound connection for their consumers with their brand," Friedman says. "This is done in many ways, and execution should be consistent across all mediums. However, the most successful connections are built via word of mouth." Yes, personal brand advocates and influencers—every marketer's dream!

Austin, Texas, which bills itself as the Live Music Capital of the World, is a prime example of place branding. Austin's music commission coined

the name after a local brought the idea to their attention. Adopting the slogan was brought to a vote in 1991 at city hall, and it passed. Today, the trademark of Live Music Capital is owned by the Austin Convention and Visitors Bureau. The good people of Nashville may have their own opinion on this, but Austin has enough honest heritage as a bastion of live music to successfully brand itself this way.

"When building a brand, whether from scratch or in helping to better define one that already exists, it is important that what is created is both authentic and aspirational," Friedman confirms. "It should represent who you are today in a relatable and truthful manner, while also establishing a vision for where you are heading.

**“Energy, consistency, uniqueness, experience, and experimentation are five key attributes of a successful place marketing campaign that can be applied to any branding practice.”**

Ben Friedman

To do this, we need to understand who our clients are, where they hope to go, the world they operate in, and the people they hope to influence the most.”

While we may think of branding as a means to attract tourist dollars, that’s only part of the story. Today, states, cities, towns, and even neighborhoods compete fiercely to attract residents and businesses, which go hand in hand. To attract top talent in today’s job market, the businesses that set up shop in these locales would be wise to participate in a bit of place marketing. “It may be cliché to say, but it’s important to keep in mind that everything (and everyone) can easily be connected today,” Friedman says. Now, more than ever, we need to listen to our colleagues, friends, neighbors, media sources, and other influencers

when it comes to exploring best places to live, work, and play. “The most successful companies recognize that the value of their employees is just as important as the value of their consumers. Younger generations aren’t looking to stay in one job or even one vocation forever. Because of this, recruiting and retaining talent is one of the most critical challenges any organization faces today. Companies that locate their operations in places where great experiences can be had and where life-and-work balance exists within the community are going to have an advantage over their competition. Place marketing plays a huge role in creating a brand around a community that potential residents and employees want to be a part of. And when local businesses participate in the community and its branding, it is win-win for everyone.”

While place branding skills reside with highly talented marketers developing and guiding us through their experiential marketing campaigns, it is obvious that we should ask a few of the same questions about our own brand and physical spaces: Are we creating opportunities for our consumers, employees, and future employees to engage with us on a deeper level? Will they have a great experience within our physical space? And, finally, will they return and spread the word about how great we are? ■

## 3 THINGS MARKETERS CAN LEARN FROM PLACE BRANDING



one

### Engage the Community

Don’t wait for them to come to you; go to them. Look for opportunities to take your organization out into the community and have a bigger presence.



two

### Authenticity

A cute slogan or catchy campaign theme won’t help if it isn’t authentic to who you truly are on the inside. A great campaign idea that doesn’t reflect, engage, and activate the people inside your place is just a theme or slogan that won’t sustain itself over time.



three

### Consider Your Own Place Identity

How is it communicated by your current employees and by your marketing? Brands are built over time, and that means you have many opportunities to influence perceptions.

Photo credit: North American Properties

## IDEAS YOU CAN USE

**1** **A daily trivia question** written on a chalkboard can get people talking and change the dynamic of the environment. Perhaps write it on a sandwich board on the street in front of your business or in your lobby.

**2** **Low-cost, high-impact meeting spaces** inside your facility can be made available to groups in your community to host meetings, free yoga classes, pop-up craft fairs, shops, or performances. Getting people to spend a few hours at your facility makes a great impression.

**3** **Photo-worthy murals** on the side of your building or sponsored at other locations in your community are powerful, attention-grabbing, and social media magnets. Check out @KelseyMontagueArt and #WhatLiftsYou on page 16!





# The Missed Opportunity of Internal Marketing

By Tim Sweeney

A brand's employees are, in many cases, an overlooked asset group in marketing efforts. We asked the marketing leaders from two companies to explain their strategy in making their employees a priority. Now you can maximize the potential of your workforce to build brand power.

**A**s a marketer, you may spend long days and sometimes sleepless nights deep in thought about new ways to connect with your target audience. But what if there is another audience much closer to home that you aren't targeting at all?

Often, a major asset that is underused and sometimes ignored is lurking across the hall from your marketing department—your fellow employees. Why would you market to your own employees? For starters, company morale. If employees believe their job is simply a job, it will show in everything they do and say to every person they connect with daily. On the flip side, if the workforce believes in the vision and values of the company and is proud to be part of the team, they often deliver customer products and experiences that are over-the-top and go out of their way to spread the word about brand accomplishments and products.

When you factor in that today's employees have growing social networks on LinkedIn, Facebook, Twitter, and Instagram, it's hard to argue the idea that more than ever before, the best ambassadors for your company are the people in your company. Employees, after all, are face-to-face with suppliers, customers, and the buying public. But in order to get the most out of this undervalued asset, internal marketing needs to play a role.

"The key to effective internal communications is authentic honesty and transparency," says Jill Thomas, Chief Marketing Officer at Innisfree Hotels, a company that has made marketing on an internal level a top priority. "You want your team members to communicate with you this way, and you should show them the same respect. The same goes for consumers, of course. I think the more honest and authentic you are, the less likely it is that an internal communication initiative will backfire."

David Weekley Homes has won a number of awards for being a best place to work. The home-building company believes strongly that its internal culture is a large reason why it has been able to withstand the ups and downs of the housing industry over the last four decades while maintaining a positive business reputation. Much of that centers around letting employees know that the company has a sincere interest in their well-being and the communities they live in.

"We believe that we rank highly as a company for all generations because we offer competitive benefits and amazing perks that appeal to a variety of age groups," says Lyda Akin, the company's Vice President of Marketing. "In addition, we know that team members of all ages like our unique workplace culture that allows them to give back to our communities through the volunteer and philanthropic efforts of our CARE program."

The company is heavily involved in nonprofits, such as Habitat for Humanity, Ronald McDonald House, the National MS Society, and Big Brothers Big Sisters of America, which are committed to education, family values, and youth development. They even give employees time off during the workday to volunteer with charities that are important to them.

## INTERNAL MARKETING TACTICS



*Jill Thomas lets us in on a few of the fun, engaging ways Innisfree Hotels helps its team members learn about the company's corporate purpose and their fellow employees.*

**1. Blog Posts** – Our Back in Topeka blog posts talk about the early days of the company and share blunt, funny stories with lessons to learn—like the time we didn't rent a room to Elvis!

**2. A Day in the Life** – On our intranet every week, one of our team members posts an update about their day with a picture. We see them waking up in the morning, walking their dogs, and taking their kids to school, and then we experience their day at work. It's a great way for people in different departments to gain understanding and empathy.

**3. Employee Profiles** – Our in-house storyteller profiles team members and publishes their stories. We also create videos of our team members talking about their jobs and why they love working at Innisfree, and we give shout-outs to people for jobs well done.

**4. Employee Involvement in Social Media Efforts** – We profile our team members and their good works on our public-facing corporate social platforms. We also encourage them to follow us, submit content, and engage. The key is to focus on having fun and being transparent. There is no end to the fun you can have if you give it the attention it is due.

"Our team members are bringing back a sense of community to our neighborhoods and cities by devoting their collective resources and talents to many worthy causes," Akin says. "We definitely see them as brand ambassadors. When they are happy and feel they are valued, not only do they provide a wonderful home-building experience for our customers, but they also are more likely to discuss their happy workplace with family and friends."

Like employee benefits and a willingness to contribute to the community, transparent internal communications has been an important part of creating the company's rewarding workplace culture for the last 40 years. That includes everything from measuring important milestones to discussing details about a project with a manager. "Keeping team members informed about all aspects of company operations provides a solid foundation," Akin says. "We do this by providing an open line of communication that allows us to focus on achieving success and reaching our current and future goals."

### TELLING STORIES

Creating a desirable culture through experiences

like the ones mentioned above is a great first step, but how can you share them with the members of your workforce who might not be aware? Thomas says to start by applying to your internal storytelling the same best practices that you use to communicate externally. "It's no secret that the most important thing in any marketing initiative is an understanding of your audience," she says. "It's about gaining an empathetic understanding of the problem you are trying to solve; observing, interviewing, and engaging with your users; identifying their pain points, feelings, and fears; reframing assumptions; and defining the challenge. In fact, I think it is a bit easier, because your audience is easier to identify."

Since you should understand the audience who is your workforce, the next step is determining how to communicate with them. Thomas points out that, like consumers, Innisfree's employees are inundated with information. They are also multigenerational, meaning they access technology in different ways. So while internal marketing, just like



external communications, requires making choices, it also needs to be seamlessly executed across multiple channels.

"When we started this process, my goal was to get everyone using the same channels to communicate," Thomas recalls. "It didn't work, because our team members are widely varied in terms of their comfort with technology. We have people who are using Internet Explorer 5.0 and don't know how to process an email attachment, while others are constantly on the go and work primarily from their mobile phone. We have some team members that are Microsoft Office power users and others that prefer G Suite (Google Drive, Google Docs, etc.)."

So that Innisfree's staff members can access the brand messages where they are comfortable, internal communications are done across a variety of channels. A company intranet houses a great deal of brand content for employees to consume, but they are also not afraid to adopt new technology and communication styles, such as Slack. The company is even exploring the idea of computer-screen kiosks in break rooms for

team members who do not sit at a desk or use a computer during their workday. Small groups can also test new channels and push working ones throughout the organization.

"I think the key is to not strive for a one-size-fits-all solution unless you have a homogenous, tech-savvy team," Thomas says. "We found a lot of times, the only way to cut through the information overload is in-person training and workshops. These are time-consuming and tedious, but I don't think we could have engaged our employees in our intranet without them."

David Weekley Homes sends a quarterly newsletter, *WeekleyPress*, to each team member's home, allowing them to share it with family members. It serves as an opportunity to share company and individual happenings, achievements, news, awards, announcements, fun photos, and more. "Each issue contains a letter written by David Weekley to team members and their families as well as information about company-wide happenings from the previous quarter, such as the latest product developments, expansions into new cities, exciting events in our team members' lives,

and tips for health and wellness," Akin explains.

Deciding whose shoulders it falls on to create all this great internal marketing content can sometimes create friction between marketing and human resources, the group that has traditionally been the publishers of internal messaging. While admitting that collaboration between the two teams is crucial, Thomas nevertheless believes that the marketing department needs to push the envelope so that the cautious approach normally associated with HR doesn't erode the dynamism of your internal marketing campaign. "Internal marketing, like all marketing, is built on great content, which is created in the marketing department," she says. "One example for us was removing the legalese from our orientation booklets."

To build your internal communications plans, start with a content marketing strategy that includes an editorial calendar. "We do this so that our team members know that there will always be something fun, fresh, and interesting to engage with on our internal channels," Thomas says. "And we brainstorm content production just as we would for any ongoing consumer-facing campaign."

Above all, Thomas says, you need to be entertaining in what you churn out. "Technology and information overload are blurring the boundaries between our work and private lives," she says. "If you want to grab their attention, you need to stand out and entertain. It has to be engaging and fun." (See our accompanying sidebar, "Internal Marketing Tactics," to learn how Innisfree communicates to its internal audience.)

## HAVING THE RIGHT TALENT

To build an effective internal marketing strategy and create content that is "engaging and fun," you'll need the right people on that marketing team. At Innisfree, recruiting creative talent into a traditional business is a challenge, so top-level management had to protect the idea of marketing internally. "In *Creativity, Inc.*, author Ed Catmull calls it 'protecting the baby from the beast,'" Thomas says. "In our business, the beast is operations. They are output driven and are wired to keep things on track and on budget. It took them a long time—and an internal communications strategy—to come around to the idea of needing a corporate storyteller."

## Beyond Content and into Actions



*Internal marketing doesn't have to be only about messaging. Sometimes actions, like events, speak louder than words. David Weekley Homes is determined to continue fostering a working environment that its employees love being a part of. Lyda Akin explains a few ways the brand does it.*

**1. Annual Awards Celebration** – We do this in each city we build homes in. The celebration is complete with presentations, props, and even costumes. Spouses and significant others are encouraged to attend so they can share in celebrating the company's success, get a better understanding of the company, and review results of the year. Team Members are also recognized with awards for Team Member of the Year during this event.

**2. Encourage Feedback** – We ask for comments about many company topics, including benefits. We send surveys following our quarterly and annual company meetings so that we can always find ways to improve—whether that's through a program to enhance our medical benefits, a new wellness initiative, or access to a website that offers a variety of personal growth and self-improvement courses.

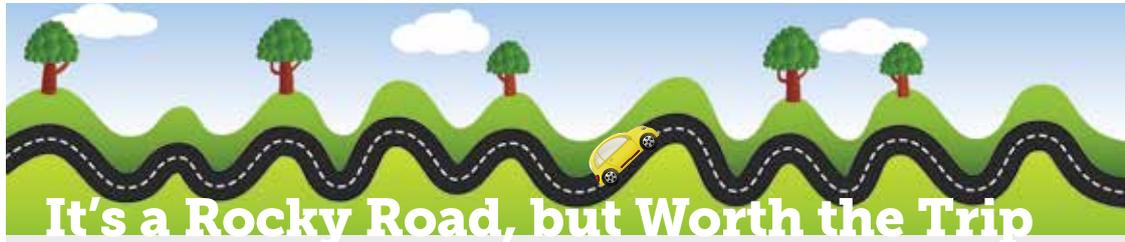
**3. Internal Learning** – We offer internal e-learning classes that go more in-depth about our culture, values, and beliefs. Our leadership team also attends various training opportunities—either specialized training courses or ongoing workshops—so they can be ambassadors of our culture and help maintain the values of our company within each department.

Early on, the company's CEO defended internal marketing efforts from the inevitable cynicism of the operations teams. That gave the group time to learn and fail, without the pragmatic leaders in the organization pressuring them to fall into line with how things have always been done. To build and protect a place where smart culture thrives, Innisfree created an internal digital agency with a culture that respects and engages in Innisfree's corporate culture but is also different.

"We integrated some corporate policies so that our culture appeals to creatives," Thomas explains. "For example, we allow them to wear whatever they want to work. We are task driven, so as long as the work gets done, the creative team can flex their office hours as they wish. Most recently, we adopted kittens. We also have a separate physical space in a different building, with a creative aesthetic and spaces where we can sprawl and brainstorm."

There was controversy internally around that decision, but Thomas believes the separation has enabled the team to recruit and maintain creative talent who would not thrive in a work environment designed for hotel operators. Thomas reports that the agency now stands on its merit, demonstrates a return on investment, and is winning the respect of "the beast."

"Our internal marketing initiative helps our team members align with our corporate mission, vision, and goals," she says. "Internal marketing supports a degree of transparency that provides our team with a degree of comfort about communicating without fear of reprisal. Working with team members to empower them to play a role in external marketing is the next step." ■



Build an internal communication strategy that supports innovation.

By Jill Thomas

### Lesson 1: Don't Wing It

A well-planned and robust internal communication strategy smooths the pathway for innovation. In fact, one cannot happen without the other. Without a shared understanding of what and why, resistance and acrimony will escalate. Once that happens, it is a long road back to harmony.

### Lesson 2: It's Going to Be Harder Than You Think

Building shared understanding is no easy task. For instance, email announcements (formerly the most common tactic in my arsenal) are appallingly inadequate. More often, they cause more confusion and anxiety than they resolve.

### Lesson 3: They Will Not Come to You, So You Must Go to Them

Internal (much like public-facing) marketing strategies need to be executed seamlessly on multiple channels. Your team members (like consumers) are distracted, inundated with information, and multigenerational, and they have varying access to and comfort with technology.

Today, our in-house agency manages a robust internal communication strategy that employs a variety of tactics, such as company-wide email newsletters, instant messaging on Slack, a corporate blog, social media platforms, and in-person training sessions and workshops.

Most recently, we invested in a social intranet with cool features such as two-way searchable news feeds and discussion threads. We have ongoing one-on-one and small-group training sessions, engaging content, and incentives that drive daily engagement.

### Lesson 4: The Marketing Team Must Lead

Even though it was never the plan, hindsight shows that it was a natural fit for our in-house marketing to manage internal communications. For great internal communication (as for all marketing campaigns), content is king, and content production sits in the marketing department. Innisfree is likely the only hotel-management group in the United States with a Lead Storyteller, Photographer, and Videographer on the company payroll—and I believe these people are key to our success.

### Lesson 5: It's Not Cheap, But It's Worth It

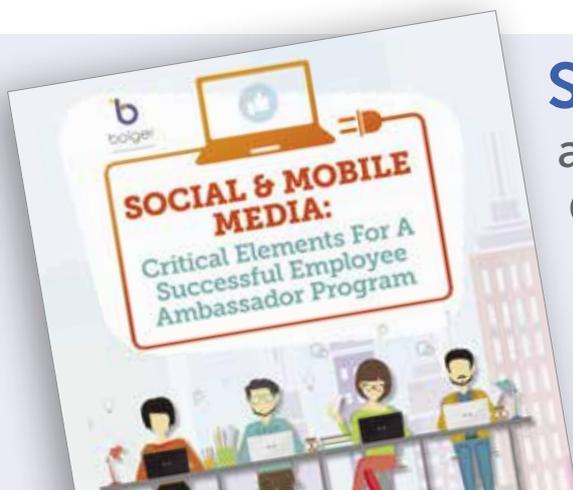
Growing our internal communication strategy and sustaining it with amazing content requires a significant investment, and we expect a return. How we measure this return is yet to be determined, but we can already see many business advantages.

## Social and Mobile Marketing are critical in helping employees become GREAT BRAND AMBASSADORS.

Check out our infographic for  
employee engagement stats.



Scan the QR code to view our infographic, or visit:  
[bolgerinc.com/engagedemployees](http://bolgerinc.com/engagedemployees)





## Meet Kelsey Montague, Internationally Renowned Mural Artist

"I'm an artist that is very interested in exploring how public art, interactive art, and social media intersect. My murals specifically invite people into a piece and then invite them to share their experience online. I believe that art should not be separated from the human experience. Instead, the human experience should have a hand in creating the art itself." – Kelsey Montague, Street Artist

### How It Started

Like many artists who become a popular sensation, Kelsey and her business partner Courtney wanted to create murals to simply supply the world with art that everyday people could interact with. The interaction with their murals initially came in the form of an incredible amount of social media posts, especially when Taylor Swift posed in front of a mural they painted on the wall of the Laughing Man Foundation's coffee shop in Manhattan in 2014. Once Swift shared this on Instagram, people came in droves to take the same picture starring themselves.

Kelsey began painting her murals to feed a passion she had for bringing joy to the mundane. She notes, "Honestly, I really think first and foremost about how to provide moments of magic to people just going about their day on the

street. I don't think we have enough magic in our lives, and that is what I'm determined to provide." Kelsey started the #WhatLiftsYou global campaign in 2015, visiting several cities in the United States to create her incredible interactive wall murals to help inspire and unite art and community. Her murals encourage people to step into the artwork, become part of the drawing, then post the pictures on social media.

### Art and Experiential-Marketing Partnerships

With the growing popularity of her street art and the magically engaging invitation that whispered to viewers to interact with it, it was no surprise that corporate America came calling. Brands and cities began to seek Kelsey out to help them share their messages through her art. Kelsey's street art has helped with place branding projects in

cities such as San Diego, San Antonio, and New Orleans, to name a few, and she has worked with brands such as United Airlines, Johnson & Johnson, GE Lighting, and Lindt. Also, she was one of the featured artists as part of the Experiential Marketing Activations at the 2016 SXSW Conference.

Kelsey emphasizes that as with all creative partners, the art should stand alone and engage naturally, letting the brand be comfortably and organically attached. Pairing naturally sought-after art with a brand and incorporating that brand's ideas makes marketing more authentic and less like a billboard. The artist's vision, however, must always come first, Kelsey notes. "The best partnerships always make sure the piece speaks to people first and foremost as something fun and cool to be a part of. The piece has to pull you in immediately. And then, after the person likes the art, they



### Find Kelsey at:

[www.kelseymontagueart.com](http://www.kelseymontagueart.com)



kelseymontagueart



kelseymontagueart



kelseymontague4



@kelsmontagueart

will notice the brand that sponsored it," says Kelsey. "We always provide a hashtag specific to the brand on the piece they commission. We've noticed engagement is huge when this happens, and people leave feeling like they got something from a cool brand instead of feeling like they just saw another advertisement."

Kelsey notes, "I share my work on all channels but focus heavily on Instagram. I really enjoy making my account another place for people to escape to." Paying close attention to the *intention* of the artist is crucial—again, ensuring an organic and symbiotic relationship is far more important than the amount of likes or shares received. Kelsey really wants people to step into her murals and feel like "a living piece of art." Respecting that vision and embracing her desire has made for some great partnerships so far. ■

Register  
for our  
GIVEAWAY!



### What Lifts You: Uplifting Designs to Color & Create

Kelsey's exquisite works are at your fingertips—to entice and engage you with their beauty and positivity. Printed on luxe paper, each illustration is designed to remind you to consider what inspires you.

Scan the QR code to enter, or visit:  
[bolgerinc.com/giveaway](http://bolgerinc.com/giveaway)





## NEW KBA RAPIDA PRINTING PRESS

We installed an amazing new printing press!  
The new KBA Rapida 105 six-color press with UV and full automation.



Whether you are looking for UV or conventional print, this press can support all of your printing needs from 50# coated text to 48 point board. This press prints 16,000 large press sheets an hour. It cuts makeready times in half, adds significant capacity, and increases efficiency across the board.



You can see the video of the installation at <http://www.bolgerinc.com/new-printing-press/> or scan this code with your mobile device.



# Is it time to rethink your internal communications ?

Sources: *Dynamic Signal, Prescient Digital Media, Gallup, Bureau of Labor Statistics*



**55%** of employees said that a mobile application would help them become more informed and engaged with their company.



**bolger**

vision beyond print

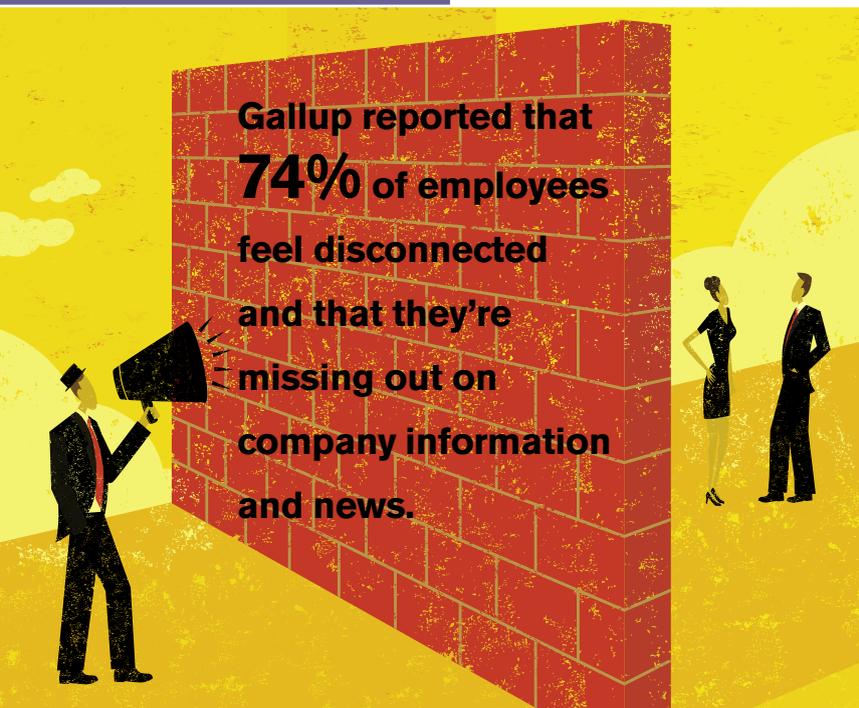
Commercial Printing  
Print On Demand/Variable Printing  
Customized Technology Solutions  
SmartQ® Web-based Print/Fulfillment Management Solution  
Mailing  
Wide Format Graphics  
Fulfillment/Distribution  
Customized Reporting/Tracking

Ph: 866.264.3287  
bolgerinc.com

Connecting the value of print and digital for effective one to one based marketing.

**73%** of communication professionals reported that keeping employees “on brand and on message” when communicating company news and information is a serious challenge.

Email is listed as the most effective way organizations feel they can communicate with their teams. However, **more than half** of the global workforce does not have a corporate email address and cannot be easily reached by email.



Gallup reported that **74%** of employees feel disconnected and that they're missing out on company information and news.

**CHECK OUT OUR INFOGRAPHIC** for more intriguing statistics on internal communications.

Visit:  
[bolgerinc.com/engagedemployees](http://bolgerinc.com/engagedemployees)

