

Authority Matters in How You Market Your Printing Company

To stand out online and in your customers' minds, authority matters. Whether you have the biggest printing company on the planet or you run the print shop down the street, you need "cred" to attract attention.

There are two types of attention you want to cultivate. The first is from real live people, especially from customers and potential customers. The second is from various search engines.

Let's talk about each of those.

Why authority matters to customers

If you want customers to refer business to you, you have to look good enough to warrant that gesture. If you look weak online, customers don't want that reflecting back on them, even if they enjoy doing business with you. However, if you look attractive and credible, you convey authority. People will be proud to refer you. This is human nature.

When it comes to luring new customers, here is more truth about human nature.

People don't like to change their



behavior for just anyone. By change, I mean (1) change providers from their current printer over to you, or (2) change from doing no printing to doing some printing. Either way, people don't like to make this move without a good reason.

To get a prospect to change their behavior and consider you as their printer, you need to present yourself as a low-risk option.

Being authoritative is a "low-risk" signal — it's the first step in having people trust you. Being authoritative can mean different things to different people. For example, it can mean you have a good track record, trusted people recommend you and other people ("regular" people) generally say good things about you. Authority can mean longevity in your field

or that others turn to you for advice.

Can you see why, in a busy and noisy world, being an "authority" makes it easier for people to feel comfortable changing over to you?

How search engines perceive authority

Here's where being authoritative really pays off. Authority counts with search engines. It's the measuring stick for your online reputation.

When positioning your printing company online, your "authority quotient" (AQ) determines how and where you will be presented in the search results when someone searches for you or for a key term highly associated with you.

Online, "authority" might be your brand statement, your credentials, your unique identifiers and a circle of high-quality, well-known people who refer you. Furthermore, you need a highly authoritative website of your own as well as other well-respected and well-visited websites that link to you.

Google factors in to some extent (not as much as they used to) the longevity of your online presence and the entities that accept and acknowledge you (backlinks). As you can see, there are many ways search engines evaluate your authority.

You may not know this, but search engines also exist within each social media service. Each platform has its own search criteria or algorithms, and its own mechanism for delivering results. Here's an experiment for you. Log out of social media and go to an incognito page. Search a key term that is highly associated with your company on Twitter, Facebook or Instagram. Does your company come up as a result for any or all of those platforms? If not, consider this: every day people are

Continued on back

RISK MANAGEMENT

What You Can Do to Avoid the Hefty Pricing Increases in Commercial Auto Insurance Policies

The last few years have seen significant changes in the commercial auto insurance market. Consequently, insurance carriers have responded by tightening their belts and increasing premiums to address years of losses.

What's behind these dramatic price increases? Technology. Autos now feature major pieces of technology, such as sensors and autonomous features, that are very expensive to repair and to replace. At the same time, the number and frequency of road collisions have gone up. These two factors have combined to result in a higher overall cost of repair—a cost that the insurance companies are now passing on to you.

Luckily, there are steps you can take to change the way you manage your fleet that can help keep your commercial auto policies affordable. The carriers are looking for best-in-class accounts with effective risk management, including loss prevention technology, in place. They want accounts that will buck the upward loss trends that have caused such strife for the insurance industry.

If your commercial auto premiums have increased even though your claims may have been insignificant, to ensure you get the most aggressive pricing from the carriers you must implement best practices. If you're not sure what you need to do, contact Anthony Alatorre at

323-400-6705 or anthony@piascins.com for assistance.

One of the many benefits of PIASC membership is access to the insurance experts at PIASC Insurance Services. Anthony can conduct a thorough review with you and make recommendations as to how to reformulate your internal automobile management programs. Everything from risk prevention, safety procedures and fleet management protocols to driver selection and behavior and safety practices that result in fewer accidents will be examined and discussed.

Once this new approach is in place and fully documented, it will be time to approach the major carriers we represent to discuss rolling back your commercial auto insurance rates.



BUSINESS MANAGEMENT

What You Need to Know about Card-Not-Present Transactions

Today's global economy revolves in large part around card payments. In particular, card-not-present (CNP) transactions have seen a growth rate of about 20 percent in 2019 and 2020. Over this period, they outperformed the card-present payments by a factor of 10. Here is what CNP transactions are and why your business may need them.

What are CNP transactions and why do they matter?

A CNP transaction is any transaction that doesn't involve swiping the magnetic stripe, inserting the EMV chip or tapping a mobile wallet against a physical terminal. CNP transactions include phone orders, online invoices, automatic billing, eCommerce carts and more. These days, most businesses offer some form of CNP transactions.

Contrary to popular belief, transactions involving cards that are physical present can also qualify as card-not-present transactions. For instance, manually typing the card's information into the terminal is considered a CNP transaction, because the card never came in contact with the terminal.

CNP transactions and fraud risks

The main problem with CNP transactions is the increased risk of fraud. Many phone, online and mail order transactions lack security safeguards

common to card-present sales. Fraudsters will often take advantage of this fact, which is why almost half of all credit card fraud instances in the U.S. involve CNP transactions.

The best way to protect yourself from CNP fraud is to adhere to the Payment Card Industry Data Security Standard (PCI DSS) protocols (see <http://bit.ly/PCI-DSS-protocol>). Fortunately, doing so is relatively easy. All payment getaways, payment processors and equipment suppliers need to undergo a certification process that ensures that your products comply with your industry's security requirements.

Other than PCI compliance, you can also use an address verification system (AVS) for your customers' billing information. The AVS can verify that the customer's billing address matches the card owner's billing address, reducing the risk of fraud.

Finally, you can use card security checks and 3D Secure Codes. The former involves the customer providing their CVV code to complete the transaction, and the latter requires entering a PIN code provided by the issuing bank.

Preventing chargebacks

Chargebacks are the other common problem associated with CNP transactions. To protect yourself against chargebacks, you should always provide

Continued on back

NATIONAL NEWS

PRINTING United Expo 2021 Slated to Be the Global Print Event of the Year

Date: October 6-8, 2021

Location: Orlando, Florida

PRINTING United Expo is on track to be the global printing event in 2021. The first in-person industry event of significant magnitude since its inaugural 2019 Expo, the fall event — which takes place at the Orange County Convention Center (OCCC) in Orlando, Fla., on Oct. 6-8 — is welcoming printing's leading companies to display their newest technologies coming to market on-site. Registration for the event, which includes access to Expo Preview, Expo Live and Expo Wrap-Up, is now live at PRINTINGUnited.com.

PRINTING United Expo: The Powerful Meeting Place and Sales Event of 2021

Market segments across the industry are represented on the show floor at PRINTING United Expo 2021. Throughout the pandemic, companies have been forced to modify original plans for both technology coming to market and respective sales projections. PRINTING United Expo will be the launching point to refuel sales pipelines and new technology debuts in 2021 and beyond.

In addition to an unparalleled educational track addressing the most pressing industry issues and all-encompassing community receptions, the real draw to Expo Live is the volume

of exhibitors. The biggest names in the industry have signed on to join the more than one-million-square-foot show floor. A sampling of these companies and segments include:

Apparel

In the unique, experiential Apparel Zone, major exhibitors such as Delta Apparel, Epson, GSG, Kornit, M&R, Mimaki, Monti Antonio, Nazdar, OmniPrint, Roland, SanMar, Stahls' and Vastex will all be displaying and demonstrating new technology in the space. A café and beer garden are central to the area, which will be a gathering spot for business meetings, peer-to-peer engagement and relaxing with friends and colleagues. Attendees can select from one of four designs to see and keep a custom T-shirt made on a screen or direct-to-garment (DTG) digital machine, and will have a chance to win one of many spectacular prizes from the Apparel Zone sponsors. They can also listen to apparel-focused podcasts in the specially-created podcast booth where popular podcasts will be broadcast live each day from the show.

Commercial

This year attendees will be thrilled to be able to see and experience significant hardware running live on the PRINTING United Expo show floor — a first in a long time at an industry-wide event of this magnitude. Some world-renowned

companies in the space on the show floor include Agfa, Canon, ChromaLuxe, CP Bourg, Duplo, Fujifilm, GEW, Graphic Whizard, Heidelberg, HP, INX, Kodak, Konica Minolta, MBO America/Komori, Mohawk, Muller Martini, Ricoh, RMGT, Rochester Software Associates, Rollem and Tecna.

Digital Textile

Industry brands are increasingly looking for ways to expand service offerings to meet customer demand by embracing new trends, while being mindful of expenditure. Attendees looking for the latest technology in digital textile printing will see equipment on the PRINTING United Expo show floor from companies such as Berger Textiles, Brother, Brown Manufacturing, EFI, Fisher Textiles, Gerber, Greentex, HP, Kongsberg, Kornit, Mutoh, Sakurai, Serge Ferrari, TVF, Ultraflex and Zund. PRINTING United also welcomes Association Partner Industrial Fabrics Association International — Fabric Graphics division to this year's event.

Graphics/Wide-Format

Attendees visiting PRINTING United Expo will also see the latest in graphics and wide-format technology. Some exhibiting companies in this space include 3M, Agfa, Durst, EFI, Epson, Esko, Fujifilm, HP, INX, Mimaki, Nazdar, Onyx Graphics, Roland DGA,

TVF, Ultraflex and Vanguard. Product debuts from these leading names are in store for those visiting the show.

Mailing and Fulfillment

The industry's mailing and fulfillment communities are a key industry segment that calls PRINTING United Expo home. AccuZip, Capstone, Kirk Rudy, Printware, United States Postal Service, Tecna and W+D are all on board to bring the latest solutions for mailing and converters. Postal trade groups such as the In-Plant Printing and Mailing Association and Envelope Manufacturers Association are also supporting this year's event.

Packaging

Packaging is a major focus at PRINTING United Expo 2021. With a dedicated Packaging Pavilion hosting PRINTING United Expo association partners, such as the Paperboard Packaging Council, Flexible Packaging Association and TLMI, members and attendees alike can view special designated displays where the associations will showcase awards, talk to the organizations about membership and engagement, and more. The newest technology in packaging will be shown from leading packaging companies Agfa, Durst, EFI, Epson, Fujifilm, Heidelberg, HP, INX, Kongsberg, Nazdar, RMGT, Xeikon, Zund and more.

Continued on back

FEATURE ARTICLE

Continued from front

searching social media for answers to their questions and to find the right people to do business with.

If you're not showing up in social media search returns, it's time to make this a part of your social media marketing strategy.

Finally, a big piece that's overlooked is a company's own website search engine. Whether you have your own internal search mechanism on your website or are tied to Google, your intended content should come up as the top result when someone searches your website. If you think this is crazy, try it on your own site. If you can't find the right content or blog posts on your own site, you need to be more strategic in building authority within your own universe.

Build your authority to get better marketing results

In the past few years, Google has rewarded "pillar content" on your website as a measure of authority. This means you should be known for something, not just blogging random content or posting clickbait. You should have one major topic that everyone agrees is "your thing" and

then a bunch of sub-topics that support and explain the big topic. Your publishing strategy should revolve around building the pillar foundation and then filling it in. If you just publish the filler content or blog infrequently, Google won't understand how everything ties together, and you won't get credit for the big key term.

If you have many big topics you are known for, be sure to flesh out each one on your website through blogs and descriptive content to prove you are the authoritative expert in that category. Proof, as I mentioned above, means having other authoritative sources "agree" that you are worthy. If you follow these practices, Google will look more favorably upon you. That favorable treatment creates... you guessed it... more authority!

I know this is probably more technical than a casual reader wants to know, but just remember: all things being equal, when choosing a print provider, (1) people will pick an AUTHORITY as more credible, (2) they will pay more attention to a referral from an authoritative source and (3) they will be more likely to refer you if you are authoritative.

If you're not authoritative yourself,

work on it.

- Create content that elevates your personal and company brand.
- Curate the best testimonials, which you will post on your website.
- Ask people to leave reviews on Google.
- Include thank you letters and testimonials in your print marketing.
- Write guest blog posts for authoritative sites and link to them.
- Write articles for print magazines that have a strong online presence with a searchable database.
- Create a rich world of useful and up-to-date content on your website that people are excited to visit and dig into.

The world is just going to get noisier. Whatever you do in your marketing program, you have to stand out as the best choice. Authority matters.

Source: Sandy Hubbard is an experienced Marketing Strategist who helps printers get better, faster results from their marketing programs. This article was originally published on PrintMediaCentr.com.

MEMBER NEWS

American Packaging, CleanSmart Solutions, Kelly Paper, Premiere Packaging Industries and Spicers Paper will all be doing business under one name: **KellySpicers**. www.kellyspicers.com.

AlphaGraphics Camelback is #33 on the 2021 TOP 100 Small Commercial Printers list. <http://bit.ly/2021-top-small-printers>.

AlphaGraphics Chandler is #96 on the 2021 TOP 100 Small Commercial Printers list. <http://bit.ly/2021-top-small-printers>.

JEB-PHI INC. dba PIP Printing is #42 on the 2021 TOP 100 Small Commercial Printers list. <http://bit.ly/2021-top-small-printers>.

To participate, please email your *one-sentence announcement* to Wendy Ferruz at Wendy@piasc.org.

NATIONAL NEWS

Continued from front

Latin American (LatAM) Pavilion

PRINTING United Expo attendees will have the opportunity to meet with distributors in the designated LatAM Pavilion on the show floor. CONLATINGRAF, the leading

association in the Latin American graphic arts business community, will be on hand to help attendees make connections with the most influential businesses in the market space.

Event registration

Registration for PRINTING United Expo 2021 is now live at PRINTINGUnited.com, which allows attendees access to this year's three-tiered event platform: Expo Preview, Expo Live and Expo Wrap-Up.

For event sponsorship opportunities, email Jack Noonan, PRINTING United Alliance VP of Business Development at jnoonan@printing.org.

Source: www.PrintingUnitedAlliance.com

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Upcoming Events

Colorado Par-Tee on the Green

Date: Wednesday, August 11, 2021

**Location: Arrowhead Golf Club,
10850 W. Sundown Trail,
Littleton, CO 80125**

**Cost: \$159 per member,
\$179 per non-member**
(Includes: cart, breakfast, lunch & 5 raffle tickets)

7:00 am - Registration/Practice
Facility Opens
8:00 am - Shotgun Start

\$1500 worth of raffle items! Lunch,
drinks and raffle on the 19th hole

Register today at
<http://bit.ly/piasc-cogolf>.

For information, contact Cathy
Skoglund at 602.999.1304 or
cathy@piasc.org.

Interested in sponsorship
opportunities? Visit
<http://bit.ly/golfsponsor-co>

BUSINESS MANAGEMENT

Continued from front

information on where a transaction was made and how to make exchanges or returns. In other words, you should offer the following:

- Description of the services and products you offer
- Complete business address
- Customer service contact information
- Refund, return and order cancellation policies
- Delivery policy

also want to include a copy of your return policy with your receipts. This serves as a good-faith gesture that paints you in a good light as a merchant and makes it easier for customers to contact you if necessary.

Source: Mona Payment Solutions, www.MonaSolutions.com

CLASSIFIEDS

EQUIPMENT FOR SALE 2021.

Contact: John Hodgman: 909.376.1848, John@DirectConnectionMail.com

All equipment in good working condition and available to demo in La Verne, CA

- Stahl Continuous Folder Model S1424A-4-3, 151LE1 with Right Angle Model 66/4CB2
- AB Dick 9810, 2 color offset press, 12" x 18" sheet size
- Oki C931dp Color Digital Envelope Printer
- Kodak Achieve T400 Platesetter with MAC computer
- Rosback Saddle Stitcher with 3 knife trimmer
- Kirk Rudy Cheshire label affixing system

Want to place a classified ad? Contact Wendy Ferruz, 323.728.9500, Ext. 262, wendy@piasc.org

PIASC Events Calendar

JUNE
30

**WEBINAR: 2021-The Best Time in
Over a Decade to Sell your Company?**
Wednesday, June 30 at 11:00 am PT
Online
www.piasc.org/events

AUG
11

Colorado Par-Tee on the Green
Wednesday, August 11
Arrowhead Golf Club, Littleton, CO
www.piasc.org/events

JULY
3

**International Printing Museum:
Independence Day Celebration**
Saturday, July 3
International Printing Museum, Carson, CA
www.printmuseum.org

OCT
2

Arizona Par-Tee on the Green
Saturday, October 2
Arizona Grand Golf Resort. Phoenix, AZ
www.piasc.org/events

JULY
15

**Print Excellence Awards Winners
Celebration "Revived Inspiration"**
Thursday, July 15
Pacific Palms Resort, City of Industry
www.piasc.org/events

NOV
6-7

**International Printing Museum: Los
Angeles Printers Fair**
Saturday, November 6 to Sunday, November 7
International Printing Museum, Carson, CA
www.printmuseum.org