

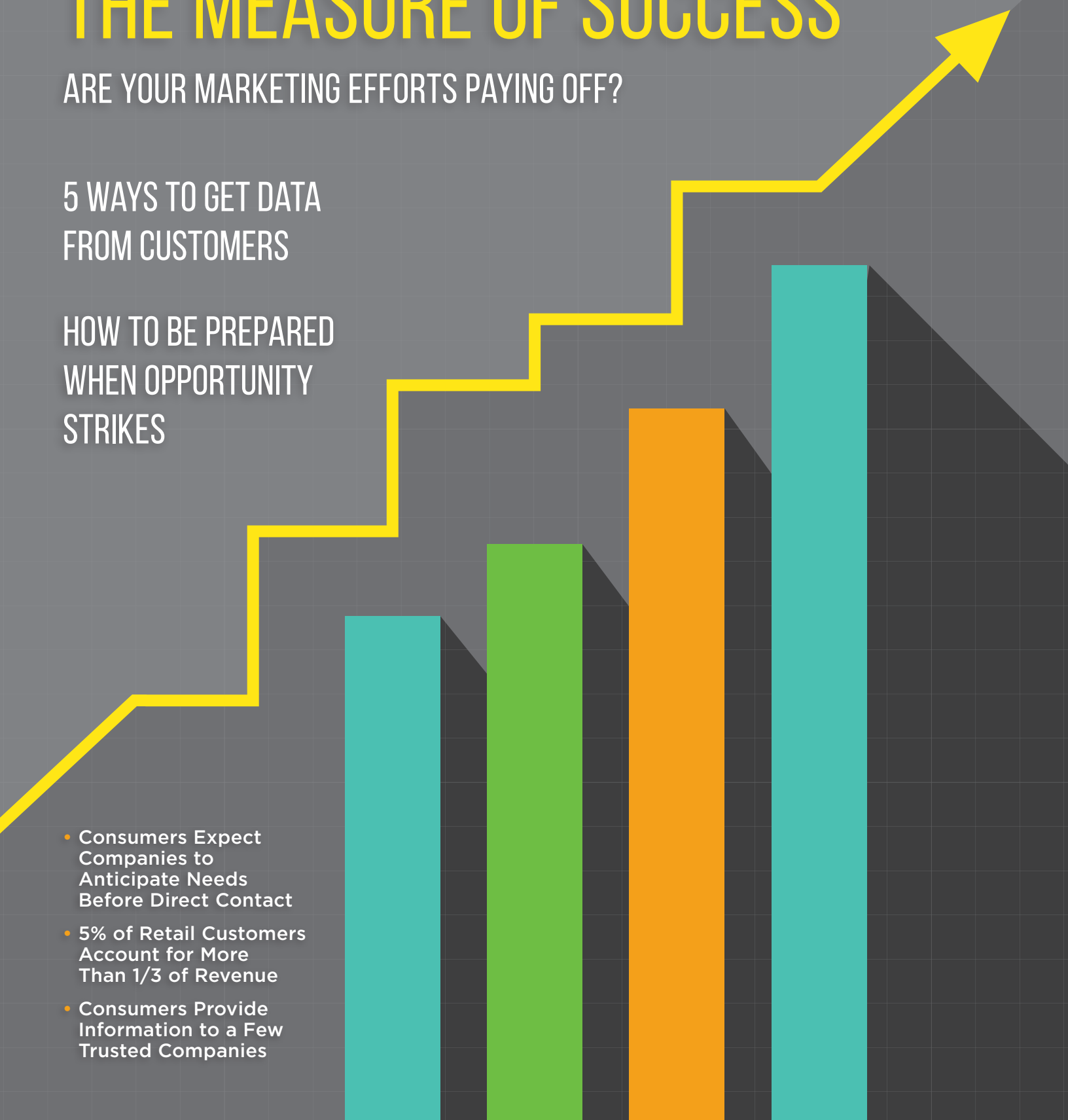
THE MEASURE OF SUCCESS

ARE YOUR MARKETING EFFORTS PAYING OFF?

5 WAYS TO GET DATA
FROM CUSTOMERS

HOW TO BE PREPARED
WHEN OPPORTUNITY
STRIKES

- Consumers Expect Companies to Anticipate Needs Before Direct Contact
- 5% of Retail Customers Account for More Than 1/3 of Revenue
- Consumers Provide Information to a Few Trusted Companies



2018 A BANNER YEAR FOR SUNDANCE

A Letter from the President of SunDance

2018 was an exciting year for us here at SunDance! And we couldn't have done it without our amazing clients and dedicated employees. As I think back over the past year, I am so thankful for the support we've received and the growth we've achieved!

We are always striving to improve, learn, and grow so that we can bring the absolute best solutions for our customers. Last year we made great strides by integrating new technology solutions and streamlining our production processes — we are committed to exceeding our clients' expectations in everything we do.

I'd like to share some of my favorite highlights from 2018:

- We invested in 2 new pieces of equipment — the Pitney Bowes Relay 7000 with an integrated camera system has allowed us to increase intelligence and comply with ever-changing HIPAA compliance standards. Additionally, we purchased a 40" Imperia Platen Foil Stamper and Die-Cutter making SunDance the FIRST and ONLY facility in Central Florida with the capability to foil over 40".
- SunDance took home 4 Gold Leaf Awards at the 25th Annual FSEA Award ceremony and 28 wins at the Florida Print Awards. We are thrilled to be recognized as an industry innovator and leader in print media.
- We held our second SunDance University in Orlando, with 84 attendees from 34 companies. We received rave reviews from our clients, and loved sharing new and exciting course content with you!
- We became HIPAA compliant, improving the ease of printing for our healthcare clients.
- We also became an authorized Amazon device distributor, allowing us to help our clients further enhance and expand their business and customer experiences.

Looking toward 2019, we are excited to explore the world of Augmented Reality combined with print media for increased user interactivity. We want to continue to integrate new technologies into our service offerings to open up more exciting marketplace opportunities for our clients.



The SunDance team is working hard to develop innovative and creative strategies with your success in mind. We look forward to exploring these new horizons together. Here's to an incredible 2019!

John Henry Ruggieri | President

AWARDS BUZZ

We were thrilled to receive 4 Gold Leaf Awards at the 25th Annual FSEA Award ceremony in April. Being recognized as an innovative company in the field of foil stamping, embossing, and other specialty effects is truly an honor!



SunDance Pocket Folder received the Award of Excellence & Best Use of Color In Design.

We also took home 28 wins at the Florida Print Awards in July, including:

- 15 Best in Category
- 8 Judges' Awards
- 5 Awards of Excellence

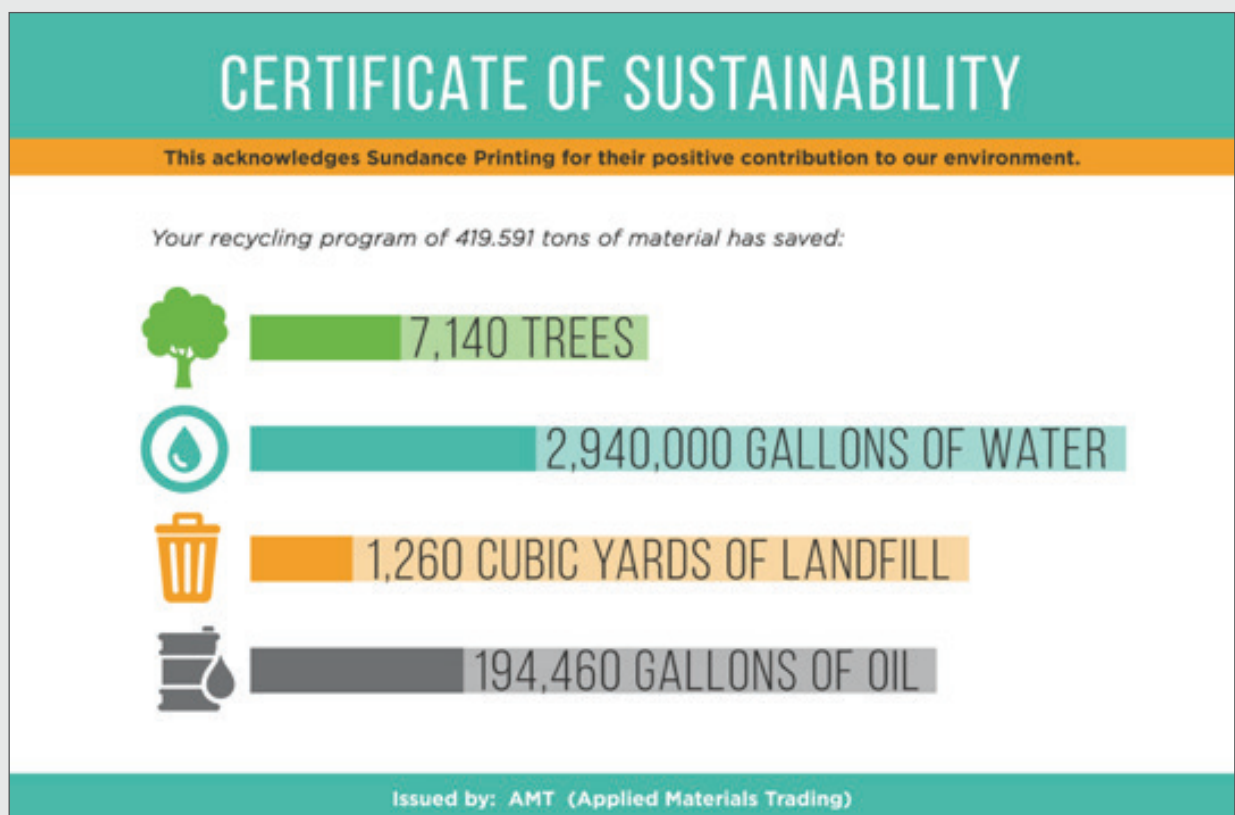


SUSTAINABILITY

At SunDance, we have always been committed to environmental sustainability. We recognize the responsibility we have to the planet and strive to maintain low-impact processes throughout all phases of production—from design to printing.

2018 was a successful year for us in that respect. A recent study performed by the AMT (Applied Materials Trading) revealed that our recycling program saved almost 420 tons of materials! This equates to 7,140 trees, almost 3 million gallons of water, 1,260 cubic yards of landfill space, and nearly 200,000 gallons of oil.

Our commitment to working in an environmentally conscious way has created this remarkable impact in a single year. We are dedicated to ensuring these same high standards of excellence for our customers, for the environment, and for ourselves in 2019 and beyond.



CELEBRATING OUR EMPLOYEES

We love our employees. It's as simple as that! We are focused on supporting our team so they can support our customers in the best way possible. We work hard to make our workplace an engaged environment committed to supporting, recognizing and developing employees every step of the way.



"Love what you do, and you'll never work a day in your life."

SURVEY SAYS!

A big thank you to all our customers who participated in our 2018 customer satisfaction survey!

We take customer satisfaction very seriously and we always welcome your feedback and suggestions so that we can be the best business partner for you. We're looking forward to see what you have to say in 2019.

Here at SunDance, we are always working to provide the best customer experience possible. At every stage, from initial contact to delivering the final product, we aim for excellence, entering into productive partnerships which benefit both our customers and ourselves.

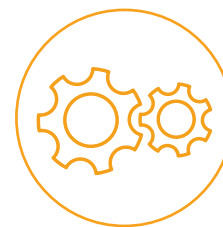
Here are a few of the responses we received from our clients:



"[We like SunDance's] Responsive service and lots of innovative ideas. Appreciated the tour of the facility to better understand capabilities."



"I like the quick, yet thorough email responses to the questions I ask. Everyone I interact with at SunDance is very knowledgeable about their area of expertise, which is refreshing. I also like the innovative solutions offered vs. just trying to push whatever idea has the highest margins."



"I would like to thank you for inviting us as it brought back good memories are working in the press. The speaker was awesome, both entertaining and educational. And the food was great. And (HOPEFULLY) look forward to working with you in the future."

BACK TO SCHOOL WITH **SUNDANCE** **UNIVERSITY**

SunDance held their 2nd SDU (SunDance University) class in Orlando, FL on October 4, 2018. The event was hosted by Daniel Dejan, North American Print/Creative Manager for Sappi, who lead two fascinating classes—Print in the New Media Mix and Fads, Trends & Disruptive Innovations.

Overall SDU achieved a 14.99% response rate on the multi-channel campaign, with 84 attendees from 34 unique companies. We thoroughly enjoyed the classes lead by Daniel Dejan and our attendees overwhelmingly felt the same way.

Event Stats:

14.99% RESPONSE RATE

84 ATTENDEES

34 UNIQUE COMPANIES



We can't wait to share with you what we have in store for SDU 2019! Stay tuned!

THE BEST CUSTOMERS IN THE BUSINESS!

"I'm very pleased with the quality and duplication of my print job. It's my first time working with SunDance and appreciate the professionalism."

— *Steve Rinehart*

"Fast and reliable service. I needed a rush job completed for an upcoming conference, and Nicole walked me through the entire process. Would highly recommend!"

— *Lyndon Chiang*

"SunDance has both high quality products and account management staff. I would highly recommend SunDance marketing for any print needs big or small!"

— *Colin Roberts*


"As a disruptive startup law firm, marketing is crucial to our growth strategy, and in SunDance we've found a business partner that gets that and knows how to deliver. In working closely with Tom and Brad over the past year, I've been thoroughly impressed both with the work product delivered and the customer service. For a small company like ours SunDance has become an invaluable on-demand marketing resource. I would highly recommend the SunDance team to anyone looking for a responsive and innovative print and digital marketing partner for their business."

— *Kurt Hutson*

"Thomas and the team at SunDance did an incredible job designing our logo and business cards. Very professional looking, slick and we were kept in the loop the entire time. We can't recommend them enough. Great work all!!!"

— *Active Life CMC Mead*

Google



*How do you determine
if your marketing efforts
are paying off?*

THE MEASURE OF SUCCESS

When you send out a marketing campaign, whether through a single channel like print or multichannel with email and mobile, how do you define success? Let's look at five of the most common ways to determine whether your efforts are working.

1. RESPONSES



One of the top-line ways to measure success is response rate. How many phone calls, clicks, or logins did the campaign generate? How many people responded to the piece by taking some kind of action? If your marketing goal is brand awareness, response rate is a helpful measure.

2. CONVERSIONS



Just because someone makes a phone call or clicks through a link doesn't mean they will do what you want them to do, such as sign up for an event or make a purchase. If you want to measure the effectiveness of your message, conversion rate is a more helpful measure of success.

3. DOLLARS PER SALE



If you have a high volume of sales but aren't generating enough revenue, maybe it's dollars per sale you want to track. If it is costing you \$10 to acquire each paying customer and your order sizes are only \$10 each, it doesn't matter how many people respond to the campaign. You still aren't making money.



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4. CUSTOMER RETENTION



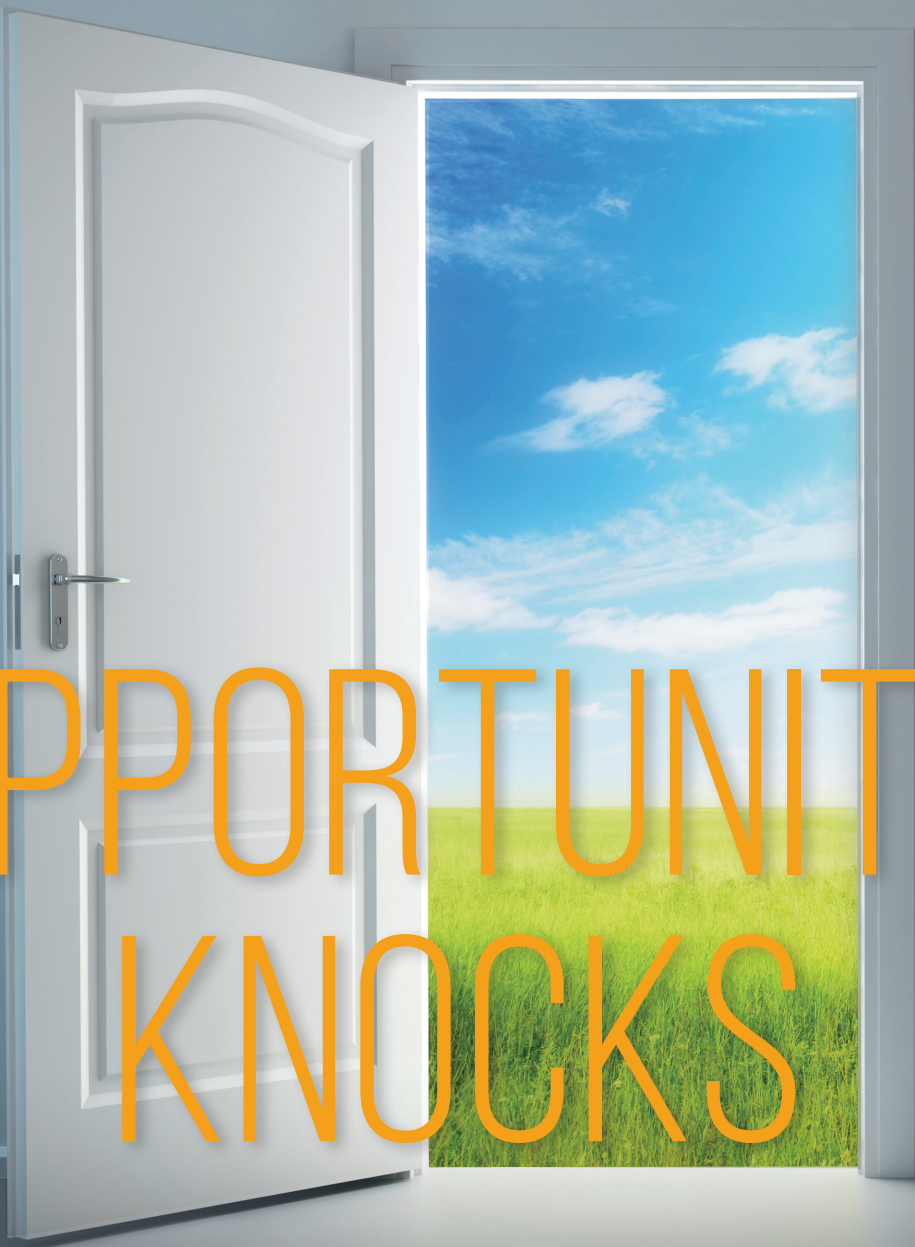
For many companies, profitability doesn't come in a single sale. It comes in paid subscriptions, repeat sales, or other forms of recurring revenue. Athletic clubs and automotive clubs are good examples. It might be expensive to convert a customer the first time, but over time, each customer will generate revenue month after month. Here, "success" is dependent on your ability to retain the customers you've gained.

5. ROI



Maybe there is pressure on the marketing budget and you need to determine which channels and campaigns are most profitable. For this, knowing order sizes and revenue generated is important, but to assess your overall profitability, you need to understand the total cost structure of your efforts. That means calculating ROI.

Which form of measurement is right for you? It depends on what you are trying to accomplish. Are you trying to increase brand awareness? Increase basket sizes? Ensure customer retention? Before you can measure for success, you need to clearly define your goals. Then you can align your measurement tools with those goals to get the insight you need.



OPPORTUNITY KNOCKS

Know your competitors' weaknesses to seize opportunities when they arise

Has there been negative news coverage about one of your competitors lately? How about a sudden surge in complaints about their customer service on social media? Or a higher than usual volume of negative online reviews? If so, are you ready to pounce?

It's important to know your competitors' strengths, but it's equally important to know their weaknesses. Then you can have direct mail, email, and mobile strategies at the ready to take advantage of windows of opportunity as they arise.

Take the example of Amazon. The closure of Toys R Us has left a hole in the competitive landscape, and Amazon isn't about to let the opportunity pass by. Along with the closure of the beloved toy retailer is the disappearance of its Big Book, which is widely considered to be the "bible" of toy products for kids and parents alike. As toy lovers mourn their disappearance, Amazon is stepping in and filling that void. According to reports, Amazon is preparing to snap up former Toys R Us customers by replacing the Big Book with its own toy catalog. The catalog will be mailed to millions of U.S. consumers in advance of the holiday shopping season and distributed at Whole Foods locations, a retail chain Amazon purchased last year.

Not every marketer will be given such a clear opportunity to snatch up a competitor's customers, but it does exemplify how to capitalize on key moments when they arise.

When your competitors have a weak moment, here are a few things to keep in mind:

- **SPEED IS OF THE ESSENCE.** These moments are often brief, so be prepared to move as soon as possible.
- **DO YOUR RESEARCH . . . OVER AND OVER.** The reasons customers become dissatisfied with their favorite suppliers or brands can change quickly. So keep your ear to the ground.
- **HAVE A PLAN AT THE READY.** Although the details of your strategy will depend on the situation, have at least a basic structure ready for when that door opens.

Prepare a Competitors' Disaster Plan—and do it now. You never know when a competitor's disaster will arise, and you don't want to be caught unprepared.

Relating to Consumers

51% of consumers expect that, by 2020, companies will anticipate their needs and provide them relevant and personalized suggestions before the first direct contact.



Source: Salesforce

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Customer Relationships Are Built On Trust

80% of consumers are willing to provide their personal information only to a limited number of companies they trust.

Source: Columbia Business School



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GET TO KNOW YOUR CUSTOMERS

*The best source for great customer data
is your customers themselves*

The better your database, the more relevant your messaging and the better your results. But what is the best way to get that data? You can purchase a mailing list and third-party data, but it's always more effective if people are willing to provide that data themselves. Here are five ideas for getting your target audience to share more information about themselves.



Survey them . . . with benefits.

People are more willing to share personal details when they think it's going to benefit them. If you're a clothier, for example, you might woo them with the promise of customized style suggestions.

"Take this quiz and find out more about your personal style!" Once you know what types of clothes they like, offer to keep the suggestions coming. "Want more like this? Sign up for new introductions you'll love!"



Make the most of address updates.

When you ask people to update their contact information, it is a good time to ask for other demographic or psychographic information, too. "Tell us a little more about yourself so we can personalize your experience and better serve you."



Tap your pop-up registration forms.

What better time to ask people to provide more information than when they are already on your website looking for something? "Help us get to know you, so we can give you exactly what you need!"



Maximize post-sales follow-up.

People love to provide feedback, whether positive or negative. Follow up the sale with a short questionnaire. "Thanks for shopping with us. How did we do?" Then throw in a few demographic or psychographic questions while you're at it.



Understand the mindsets.

Understanding how consumers think about sharing data helps you craft your messaging. Different studies have identified different categories of consumer attitudes, but regardless of which you follow, just understanding that not everyone feels the same way about providing data helps you be sensitive to different personalities and motivators when you ask.



Learning more about your customers and prospects is an achievable goal—and it doesn't have to be difficult. Sometimes it can be as easy as, well, just asking.



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sundanceusa.com/portfolio



DO YOU KNOW the differences between **Geo-Fencing, Geo-Framing and IP-Targeting?**

Check out our quick reference chart to determine the best approach for your next campaign and then go to <https://bit.ly/2tlrUMd> to download more information today!

	GEO- FENCING	GEO- FRAMING	IP- TARGETING
Does <i>not</i> require opt-in		●	●
Does <i>not</i> require location to be turned on		●	●
Continued IP tracking	●	●	●
WiFi	●	●	●

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