

## DEAR 2020, THANKS FOR THE LESSONS. 2021, HERE GOES...

With news of the new Scottish restrictions, we wanted to let you know that as a manufacturing business we remain open.

With the health and wellbeing of our clients, our team and their families as our top priority, we'll do all we can to keep meeting your core operational print requirements.

As always, Team XIC is on hand to help in any way you need us to. Please just ask.

Thank you for your continued support.

**Stay safe and stay positive,**  
Team XIC



## IN A BID TO KEEP POSITIVE (AND A LITTLE LIGHTEARTED), HERE'S WHAT WE'VE BEEN UP TO SINCE WE WERE LAST IN TOUCH...



[VIEW RANGE >](#)

### 1 DESIGNING AND PRINTING SOCIAL DISTANCING MATERIAL



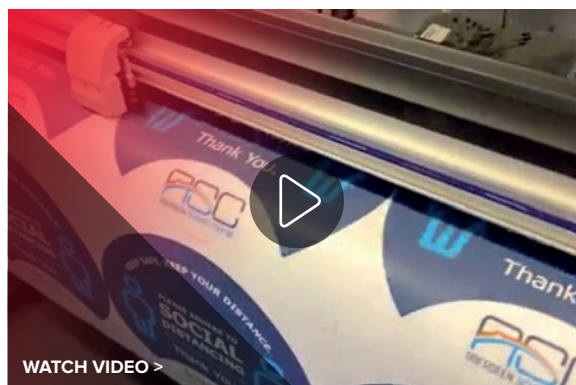
[VIEW SQUADS >](#)

### 2 PRODUCING THOUSANDS OF SQUAD SNOODS



[VIEW PARTICULARS >](#)

### 3 SEARCHING FOR OUR NEW NEIGHBOURS (WHO WANTS TO BE OFFICE BUDDIES?)



[WATCH VIDEO >](#)

### 4 WONDERING WHERE TIME'S GONE THANKS TO THIS MESMERISING PIECE OF MACHINERY

**WHAT HAVE YOU BEEN UP TO?**

**SQUAD**

WEAR YOUR SNOOD WITH PRIDE.

A STAGGERING 25% OF US WILL EXPERIENCE MENTAL ILL-HEALTH IN OUR LIFETIME. NOW, COVID-19 MEANS TALKING ABOUT MENTAL HEALTH HAS NEVER BEEN MORE IMPORTANT.

[Click here](#) to find out how you can push it up the agenda in Aberdeen.

**4** ONE  
IN **FOUR** IS  
ONE TOO MANY



**mha**  
Mental Health Aberdeen

XIC and SQUAD are proud supporters of:

**Mental Health Aberdeen**



HOW TO:

# MAKE YOUR MESSAGE CUT THROUGH SOCIAL MEDIA NOISE

ANOTHER lockdown

= time to sack off online marketing for a while, right?

WRONG!



With your brand up against more noise than ever (remember how much content there was last time, especially on social media?) it's actually one of the most important times to be promoting your brand online.

You need to make your online marketing work harder. Especially because, as we found out last time, it's one of the few ways to get you closer to your clients and prospects during a lockdown.

**But you won't be the only one.**

With more eyes on screens than ever (will people bother with baking banana bread this time?) a huge amount of content will be pushed out this January. And some of it is probably from your competitors.

**So, how d'you cut through the chatter to get YOU noticed on social media?**

## CLEVER CONTENT

Yes, there's lots of it out there but it doesn't mean you can't say your piece. Especially when **almost half of buyers view three to five pieces of content** before engaging with a sales person.

Just be smart and relevant. What do your clients and prospects need to know now? How can you help them now? Could you use your skills, experience and ideas to support the NHS or others in need? Refresh your messaging for now and start creating clever content.

## IMPACTFUL IMAGES

Although your clients are exposed to a massive amount of text each day, they'll **only remember about 20% of what they read**. And, actually, the brain is geared to remember images rather than text.

That's why more than half of B2B marketers prioritise imagery within their strategy and 45% of their B2C counterparts see visuals as their most important content type. Be more memorable – add graphics.

## INVEST IN INFOGRAPHICS

Box clever with creative infographics. Your reader will absorb a wealth of information without realising it thanks to the creative image-based presentation. Remember, great design doesn't just attract attention. It fosters engagement.

## GET HELP

You could do it all yourself, no bother. Just like our MD could add designing innovative safety materials, packing a large direct mail piece and delivering urgent flyers to his already-crammed to do list. But it doesn't make good business sense, does it? Asking for help isn't admitting failure and everyone does it. Almost half of UK businesses outsource marketing, for example.

## NEW TARTAN STYLE SNOODS

**SQUAD**

WEAR YOUR SNOOD WITH PRIDE.



Large range available soon at [WWW.SQUADSNOODS.COM](http://WWW.SQUADSNOODS.COM)

Keep your eyes peeled for forthcoming special launch offers.

## LOOKING FOR SOMETHING TO DO IN LOCKDOWN?

If you've been waiting forever for Vogue/GQ to call, now's your time to shine.

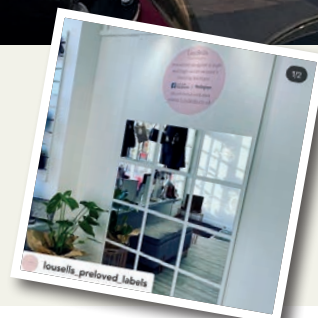
We need some up-for-a-laugh models to help us show off our SQUAD Snoods!

[Click here to lend a hand.](#)

## SPREAD A LITTLE LOCAL BUSINESS LOVE

High five to everyone who's tagged their XIC designs and prints on social media. Have you got something to share?

We love seeing our creations in the wild!



# GET IN TOUCH



### SOCIAL MEDIA

[twitter.com/XICtweets](https://twitter.com/XICtweets)  
[facebook.com/XICsocial](https://facebook.com/XICsocial)  
[linkedin.com/company/xic](https://linkedin.com/company/xic)  
[youtube.com/xicdotcom](https://youtube.com/xicdotcom)  
[instagram.com/xic\\_aberdeen](https://instagram.com/xic_aberdeen)

### CONTACT

T: +44 (0) 1224 878799  
E: [orders@xic.com](mailto:orders@xic.com)  
W: [xic.com](http://xic.com)

DESIGN  
PRINT  
DIGITAL



[xic.com](http://xic.com)