



Business **2** Business

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5 Tips for Creating Better Content

Content creation can be challenging, even for the pros. There are several important writing elements to consider, such as the audience, their pain points and how to grab readers' attention so they keep reading.

But if you approach content creation with these guidelines in mind, you'll make the process much less painful and your content will be more compelling, engaging and actionable.

Start with your goals. Before you start writing, clarify your objectives. What do you want to say? Plan out your content, thinking through what your customers need, what they need to do to achieve it, and how you can guide them.

Know your audience. Take time to understand your audience's interests,

goals/obstacles, etc., so that recipients see themselves in your content. You may need to segment your email list and do more customized communications to certain subsets.

Write an outline. An organized outline should save time and headaches. It will also reward you by minimizing writer's block and helping to ensure you include all essential messaging.

Hook the reader. By some estimates, nearly 60% of page viewing is done "above the fold," (the screen area that is seen before scrolling), so aim to immediately create engagement by piquing readers' curiosity and giving them a reason to read on.

Make it actionable. The goal of content creation is to share valuable information. Take time to provide actionable and specific tips that make readers feel that your content was worth their time.

In some ways, content creation isn't as difficult as we try to make it. Just remember to be clear, specific and audience focused. If you are writing for and about their needs, you'll be well on your way to capturing their loyalty. And what more can you ask for than that?



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4 Recommendations for Business Signage

The right indoor signage can help grow your business, improve morale and build brand loyalty. But many businesses don't realize how easy and affordable it can be to overhaul your office or store interior with custom wallpaper, murals, stand-off lettering and other types of wraps and signs.

Consider these types of trendy interior sign options to make workspaces stand out while communicating what matters to your organization in a fun and creative way.

Vinyl wall murals are a stylish way to enhance your brand or just incorporate a fun element into your workspace. You can visually convey your vision, mission statement or core values as a reminder to employees and visitors.

Wall graphics are similar in many ways to wall murals but usually aren't as large. Typically colorful and bold, wall graphics can include corporate typography and imagery and can be featured on conference room or lobby walls.

Made of PVC, acrylic, wood, foam or metal, dimensional letters and logos are a great

way to make a statement while informing or educating visitors and staff. The letters "jump off the wall," drawing attention to displays or other visuals you'd like to highlight. Consider a 3D logo over your reception desk or 3D letters that spell out an important message in the conference room where you pitch potential clients.

Architectural displays allow for a little more creativity in your office design. They may include interior logos or other signs secured by trusses, tensioned cables or other custom assemblies that document important corporate milestones, display your company's timeline or recognize achievements. A variety of materials can be incorporated, such as vinyl, acrylic, wood or aluminum standoffs.

Stand-off mounted displays are an elegant and affordable way to frame and share special messaging or images. The 3D display is a way to hang an acrylic sign or print by drilling holes into the corners for stand-offs. The stand-offs are strong enough to secure the acrylic to the wall, leaving space behind the image and letting it appear to float off the wall. This sleek, modern design instantly enhances any space, transforming an ordinary sign into an attention-getting, durable and contemporary sign.

These are just a sampling of the interior sign types that are available to businesses looking to upgrade their office space. We can help you identify the signage solutions that best suit your aesthetic and budget—and achieve your marketing goals.



Try These Headline Formulas to Boost Engagement



Headlines are powerful. They can entice readers to move forward and consume your content ... or to click/turn elsewhere. So how do you walk that line?

Fortunately, writers have developed headline formulas like these below to hook readers, improve engagement and decrease bounces. If you struggle to generate interest or increase responsiveness, try these strategies.

✔ **Use numbers.** Compelling data will capture a reader's attention. Percentages and numbers convey authority, assuming they are provable and quantifiable. They are also easily scannable and shareable.

✔ **Make time of the essence.** Create a sense of urgency by tying customer pain points to a specified timeframe. This formula is popular because it can be easily adapted to your product or service and gives readers a time-driven plan for taking action.

✔ **Illustrate the outcome.** Simple and direct, this formula states the benefits of purchasing your product or service. Make your points specific and attainable. You may want to use "how-to" language, cite social proof or encourage readers to join an online community.

✔ **Be bold.** Attention-grabbing topics and headlines provoke action. Consider your most compelling reasons for using your product or service and be sure to convey that in your headline. This will help readers self-identify as potential customers while you explain why they should do business with you.

CONSIDER THIS

The American Press Institute determined that only four in 10 Americans will read past a headline, while Copyblogger believes that number to be closer to two in 10.

Did you know?

Printing and Copying Services may be easy to take for granted. But please don't. When done well, they can help your company look even more polished and professional, while connecting with audiences in a creative and eye-catching way. Have an important meeting, presentation or marketing push coming up? Let PIP help you make it great with a flexible, affordable solution that achieves your objectives and brings your strategic vision to life. For simpler communications, we make traditional black-and-white and color copying quick, easy and affordable. We can also augment these traditional standbys with an impressive array of other quality output options, driven by high-end technologies ranging from offset and variable-data digital printing to large-format and wide-format. Bottom line: Tell us your challenge and we'll take care of the rest.



GET INSPIRED!

Need ideas or inspiration?

You need our blog! The resource center on our website contains blog articles, tips, insights, case studies, whitepapers and more to help with your integrated marketing efforts.

INSIDE

Try These Headline Formulas to Boost Engagement

10 Statistics That Prove the Power of Direct Mail

Direct mail may not be the newest marketing tool, but it continues to be a dominant one that gets results. Below are 10 data points that illustrate how effective direct mail continues to be when it comes to engaging audiences.

1. The average ROI for direct mail is over \$4 for every \$1 spent.
2. The average response rate for direct mail is 2.7% to 4.4% compared to .6% for email.
3. 73% of American consumers prefer brands reach them by direct mail.
4. Nearly 90% of millennials love receiving physical mail and 57% act on included offers.
5. 84% of Gen Z have received direct mail with a QR code to interact online. 40% of those generated a profitable ROI.
6. 2 out of 3 Gen X consumers positively view relevant marketing mail.
7. Over 70% of Gen X consumers find physical mail more personal than digital.
8. More than 3.1 million mail pieces were sent each week in 2022.
9. Digital ad pricing is increasing at over 20% year-over-year, but print is only about 1.6%.
10. Direct mail has a 29% media ROI compared to 23% for paid search and 16% for online display.



Space Transformed

Motivate and Inspire with Signs.

Nearly every type of sign you need we do to enhance and support your brand.



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