



# Business 2 Business

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## Questions to Ask Before Wrapping Your Vehicle ... and 5 good reasons to do it

If the secret to effective advertising is to make a great first impression, a vehicle wrap is one of the most visible, memorable ways to spread your message.

Before undertaking this exciting promotional method, ask your wrap provider the following questions to ensure you're getting the best quality and avoiding potential damage.

**What materials do you use?** There are many wrap options available, and the wrong ones can damage your vehicle or peel off easily. Ask how long a wrap is likely to last and what kind of maintenance is required.

**Will application or removal of a wrap damage my car's paint job?** A professional installer using high quality materials and careful application should be able to avoid damaging your vehicle.

**How do I care for the wrap?** To care for and preserve your vehicle wraps, it's important to know what you should and shouldn't do and how often. Understand the extent of your commitment, from keeping them clean and using protectants to waxing or glazing.

**What if I need to change the wraps?** Branding changes, advertising campaigns are updated and damage happens, so your vehicle wraps may need to be altered at some point. You should be able to swap out sections or have an entirely new wrap applied.

**How long will my vehicle wraps last?** Car wraps typically last five to seven years, depending on the installation, finish and maintenance. Most are protected from UV rays, and some inks or materials last longer than others.

### Why get a vehicle wrap?

1. Grab attention from your "audience"
2. Create a totally unique look for your vehicle
3. Reach a broad audience
4. Offers a discreet sign solution
5. Uses existing brand assets



# WeDo



# Serve Up the Wow Factor with Your Exterior Signage



On-premise signage is a lot like your company website FAQ or “About Us” pages: it plays a small but vital role in brand recognition and lead generation. Yet, once in place, signage can be easily forgotten.

One way to freshen up your marketing efforts is to replace weathered and faded exterior signs, as well as interior ones touting an old logo or message. A well-designed sign with the right font, colors and graphics can attract the attention of potential customers and make for a last impressing of your company.

## Sign technology has come a long way

Whether you select a free-standing sign, lettering applied to the exterior of your building, or graphics on your front window,

numerous options are available to match your company’s personality and budget. Some sign options, such as posters and banners, are so affordable you can change them frequently to support your current marketing campaigns.

## Always consider signage when developing an integrated marketing campaign

If you’re using a new creative campaign to reach prospects and customers through direct mail, email or via your website, you’ll want that same look and messaging to be reflected in the interior or exterior of your business. This is a great way to upsell that new product to existing customers. Temporary magnetic signs on delivery vehicles are another way to communicate the offer.

It’s really all about visual communications—the art of using pictures, graphics, charts and signs to communicate information. Visual communication gives us perspective to help us learn, understand and retain information. So if you want your company to be seen and heard, use signs!

To discuss signage solutions for your business, talk to the sign experts at PIP.





# Checklist for **Your Next Direct Mail Campaign**



**Sending direct mail is an easy task—if you don't care about the results. But a successful direct mail campaign requires careful planning and forethought.**

Below is a checklist for you to use before launching your next campaign:

- ✓ **Set goals and expectations.** Know the purpose of your mailing and what you want to accomplish: generate sales leads, boost order numbers or register attendees for an event.
- ✓ **Identify your audience.** Know who you want to reach by building a profile of your ideal customer. This will help you choose the best lists.
- ✓ **Get to the point.** Your messaging should communicate the benefits of your product or service. Talk to your audience in their language and encourage them to act.

✓ **Get creative.** Produce maximum impact and underscore your messaging with good design. Pull the reader in and use imagery that resonates with your audience.

✓ **Clearly tell readers what to do.** Close your mailer with a straightforward call to action. Let prospects know exactly what to do next: call, visit a landing page or sign up online.

✓ **Follow up!** Most direct mail programs need a follow-up strategy to convert prospects into customers. Use tracking and analytics to gauge the effectiveness of your campaigns.



## **Did you know?**

Signage solutions from PIP reflect the proven expertise of seasoned creative professionals who have mastered design and production and understand how to effectively integrate signage into your overall marketing strategy. Want to do more with signs? Come to us and let your imagination go! We've helped marketers develop attention-grabbing solutions for windows, walls, floors—even service and delivery vehicles. We're your go-to source for colorful, eye-popping wraps that turn your mobile fleet into 24/7 marketing billboards. Of course, posters, banners and yards signs are only part of PIP's comprehensive marketing support.

Share your business objectives with us and we'll help you design an integrated, multi-channel campaign, complete with professional quality promo products, online storefronts, direct marketing and more.



## **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

### Checklist for **Your Next Direct Mail Campaign**

## What Do You Need in an **Online Ordering Portal?**

Your customers want an online portal to interact with your company and easily access what they need. But before you build one for your company—or if you'd like to assess the one you already have—review these potential features to determine what best suits your customers' needs.

- Easy sign in
- Simple navigation
- Secure, 24/7 self-service
- Interactive dashboard
- Complete online catalog
- Shipping and handling options
- Payment options
- Access statements, invoices and FAQs
- Delivery information
- Ability to initiate help tickets
- Search option
- Real-time notifications

An online ordering portal will not only improve the customer service experience but will also boost staff productivity. Their workload will be lessened, allowing them to focus on assisting other customers. Providing a portal solution will also give you an advantage over competitors who do not have one.

## Raise Brand Visibility and Customer Interest



## Show Your Best Side with Customized Packaging.

Your packaging represents your brand, so whether it's for retail, wholesale or shipping, work with the experts at PIP.



**WeDo**