



# TAURUS CAPITAL INVESTMENTS

# Business 2 Business

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## Signage Trends: From Minimalism to Maximalism and In Between

Signage can be complicated and fast-changing, and it is our role to help ensure that customers leverage the latest styles and production trends. Below is a list of the top five signage movements revolutionizing today's business operations.

### Minimalism

Clean, easily navigable and with plenty of white space, minimal sign design quickly and clearly communicates your message, inviting exploration and engagement. Using few colors, simple fonts, and a focus on the essentials, minimalism strips away unnecessary fussiness, crowding, or complicated and distracting elements.

### Sustainability

Renewable resources like wood and cardboard join recyclable substrates like aluminum and acrylic for use in signs,

banners, and wall graphics. Sustainable signage solutions also underscore your company's principles and practices.

### Accessibility & Inclusivity

Intentionally designed to consider customers of all abilities and backgrounds, inclusive signs reflect the diverse needs of customers. A subset of inclusivity, accessible signage may include braille, high contrast imagery, tactile features, symbols or icons for visually impaired consumers.

### Personalization

Personalization is in demand across the marketing spectrum, including for signage. Customers gravitate toward those signs that stand out from the crowd, leveraging customizability to align with your brand using fonts, colors, logos and other elements that resonate with your identity.

### Maximalism (Ornate & Flamboyant)

Perhaps counterintuitively, while minimalism is one of the most popular styles for signs today, another is maximalism. The inspiration for maximalism often comes from the vintage designs of the '60s and '70s, though creativity can tap into any era. Many of today's signs reflect a retro "vibe" with neon influences, earth tones or bright, '80s-influenced colors and embellishments.



# WeDo



## Strategies to Win Back Customers

Even if you're welcoming new customers, it could be worthwhile to win back some of those who've left.

We've all heard the saying about it being easier and more cost-effective to keep a customer than to win one back – and it's also a lot more profitable since existing customers spend up to 67% more than new customers. But the reality is that most businesses see customer churn of up to 25% a year. That's a significant figure, so even if you're welcoming new customers, it could be worthwhile to win back some of those who've left.

Here's how you can craft a win-back strategy.

**Determine why they're former customers.** You have to first understand why customers no longer purchase from you. Ex-customers generally fall into one of these three categories:

- Lapsed or inactive customers who just aren't purchasing your products but could be re-activated with the right incentives.
- Those who have actively sought out an

alternative from a competitor. Perhaps they were curious about what else was out there or found comparable products for less money.

- Former customers who are actively/aggressively avoiding your products or business. Perhaps they had a bad experience with either your offerings or your service.

### Determine your win-back strategy.

Try these strategies to rectify the reason why a customer may have left:

- **A properly timed offer or special discount.** This may be all you need to activate lapsed customers. Ideally, the offer will be timed to the purchase cycle.
- **A "new and improved" campaign.** Almost nothing stimulates consumer interest more than the word "new." Devise a campaign focusing on new products or changes that have occurred since the customer last shopped with you. This may help them see you in a

new light—especially those customers who've started shopping with a competitor.

- **Make amends.** These campaigns target those consumers who've left you for another brand and those who've had a negative experience with your products

### When it comes to retention, prevention is best!

Remember, it's easier and cheaper to win back lapsed or switching customers. And it doesn't have to cost a lot to stay in the good graces of your existing customers: Your customers want to hear from you and, for many, marketing sent at regular intervals can be enough to keep them active.

If you'd like to see examples of effective customer retention marketing, contact us. We've helped businesses of every shape and size, including direct-to-consumer and business-to-business, hold onto happy customers, and we can help you do the same.



# Millennials & Gen Z See Appeal of Direct Mail



Because Millennials and Gen Z have been raised in a digital, media-saturated world, they're often assumed to be dismissive of print media in favor of a digital format. But statistics show they're likely to respond positively to direct mail.

Consider the following data points from recent marketing research that suggest the younger demographic groups may not be averse to direct mail, after all.

## Gen Z Findings (born 1997-2012)

- 63% of Gen Z consumers are more excited about direct mail than they were a year ago.
- Gen Z finds direct mail more unique than the digital methods they grew up with.
- 72% said they are excited to receive direct mail.
- Gen Z consumers, ages 18-21, respond to direct mail at a rate of 12.4%, compared to .12% for digital ads.

## Millennial Findings (born 1981-1996)

- 62% of Millennial consumers are more excited about direct mail than they were a year ago.
- 47% visited a website after receiving a brand's direct mail (the highest of all age groups).
- 82% of Millennials find print advertisements more trustworthy than digital ads.
- 62% said they had taken action based on information received in the mail—more than other demographics.
- 75% said personal mail makes them feel special.

So just because the U.S. population may be aging, don't assume that direct mail is aging out too. Younger generations can also appreciate the novelty and appeal of a relevant and beautifully produced direct mail piece.

## Did you know?

For many businesses, trade shows, expos, conventions and other business events are vital to their bottom line. With so much riding on these annual and semiannual occasions, it's imperative to work with a creative partner who understands what is at stake.

From pre-show to post-show activities, depend on PIP for all your event marketing needs—everything from print collateral and signage to promotional products.

Start with a direct mail and email campaign then add on just the right signage to turn all eyes on your business, providing you with opportunities to engage consumers in the sales conversation.

PIP has been in the business for more than 50 years and offers prime access to experience and expertise you can leverage to great effect. We also provide a comprehensive array of products and services, which streamlines the process and enables you to work with just one partner. Smart all around.



## 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.

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THE RHYTHM OF INTEGRATED MARKETING



## INSIDE

# Millennials & Gen Z See Appeal of Direct Mail

## 4 Flourishes to Elevate Your Signage

Whether for a special event, tradeshow or exhibition, your event signage should stand out. Signs promote your brand, welcome attendees, inspire confidence and guide attendees throughout an event.

Make your event memorable and enhance the attendee experience with these creative signage flourishes:

- 1. Put a flag on it.** Whether you use a custom-shaped flag that stands on a base or a tension flag that holds its shape in the wind, flags are a great way to capture attention and gain brand recognition.
- 2. Stick to it.** Durable and long-lasting, vinyl decals and stickers temporarily transform a space. Use the decals to call attention to spaces where you want to draw your audience.
- 3. Wrap it up.** Take advantage of otherwise dead space with stair wraps—digitally produced decals attached to stair risers.
- 4. Be multidimensional.** Three-dimensional letters and signs produce a strong visual impact because they literally stand out from the walls where they are mounted.

Get in touch to discuss the many signage options we can offer you!

## Streamline Your Business



## Manage Ordering, Fulfillment, Distribution and Inventory with an Online Ordering Portal.

PIP can design, program and build an online ordering portal to suit your specific business objectives.



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