



Business 2 Business

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Understanding & Using Micro-Moments

Unsure what to order for lunch, you check Yelp reviews on your smartphone. You have five minutes to kill in the doctor’s office, so you scroll through social media. You remember that you were going to look into those new sneakers, so you grab your tablet.

These are all intent-rich micro-moments, so christened by Google, and referring to times when you and other users turn to a mobile device because you “want to know/do/go/buy.” Micro-moments are eroding the traditional marketing funnel, reshaping it into dozens or hundreds of moments that impact how we shop, look for instructions, watch something or buy. You’ve experienced them plenty of times as a consumer, but how can you leverage them for your business?

As with so many marketing and business decisions, it begins with understanding your customers and their needs. Put resources behind learning where your customers typically search and what platforms they use to do their research.

When you know your customers better, work with your team to determine all of the micro-moments that might bring customers to you. What situations would have them asking about the types of services you provide?

Develop strategies and messaging for those micro-moments, providing answers or information to customers’ questions at the precise moment they need help. Tailor your message with keywords and phrases that will guide the way.

Micro-moments provide your business with new opportunities to increase your reach, engagement and conversions. They also provide a chance to bring in new customers who aren’t searching for a specific brand but for a service or product that will solve their problem.

Use social media, blog posts and search content to reach the right audience at the right time. In those essential micro-moments where you know that they are looking for answers, be the solution.



What's Your Sign?

When it comes to applying best practices in retail signage, these five principles can ensure the best possible outcome:

1. **Be specific:** Clarity and relevance are essential
2. **Keep it simple:** Your message should communicate in 5 seconds or less
3. **Less is more:** Ditch extraneous words
4. **Set it up:** Headline > explanatory text > call to action
5. **Ask for something:** Visit our website, save at our sale, etc.

Once these principles are covered, your next step is how to apply them to different types of signage. Here is a breakdown of considerations:

- **Outdoor Signage:** Whether your signage is on the sidewalk, an awning or in a window, it only has a few seconds to attract the attention of pedestrians and motorists. It is important to ask yourself what the primary takeaway should be and make that your message. With outdoor

signage, you want to keep it short and simple. Therefore, it's not only okay to abandon full sentences, it's preferred. The goal is to convey your message in as few words as possible.

- **Informational Signage:** The goal of informational signage is simple: get customers where they want to go or where you want them to go. Because it is typically directional (also known as wayfinding), your signs should be concise and easy to read. Wherever possible, use graphics or international symbols to rapidly convey a message.
- **Persuasive Signage:** Retail space provides the opportunity to influence consumers to react on impulse. Persuasive signage is the perfect promotional tool to advertise a sale, event or seasonal buys. If created properly, persuasive signs or displays can influence customer flow and improve interactivity with otherwise unnoticed products. To be effective, ensure

that your messaging is bold and very visible, utilizing easy-to-read fonts and colors that pop or feature high contrast backgrounds.

- **ADA Compliant Signage:** First and foremost: know what types of signage you must post legally in your business. There are certain specifics you must follow, even as it relates to design for ADA-compliant signage. In addition to necessary requirements, take into account what more you can do to support your disabled customers, such as interior signage to identify locations for bathrooms, elevators, entrances and exits, including the addition of Braille.
- **Mats or Floor Signage:** The floor might be the last place you'd consider for signage, but it is rapidly becoming one of the most versatile signage treatments. You can use floor signage to color code departments, direct customers to a specific location, establish brand identity, or just add some fun to the décor.



What Is Interactive Content?

Why Use It & Tips for Your Business



Have you ever completed an online poll or quiz, used a calculator or reviewed an interactive infographic? These are all examples of interactive content—immersive content that encourages users to actively engage with it—and it is wildly popular among marketers.

Interactive content is rated highly effective by more than 90%* of marketers, and almost as many find it valuable for differentiating their brand from the competition. And it's no wonder.

Online users want to interact with brands rather than be sold to; they want to participate in a two-way conversation before they make a purchase.

Interactive content can help your business stand out in a highly

competitive field at the same time that it can help your customers do the same for theirs.

But where to start? And, what's in it for you? Interactive content samples include infographics, interactive videos, quizzes, polls, games, surveys, calculators, interactive whitepapers, interactive email, AI-generated product recommendations, diagnostic tools, contests and augmented and virtual reality.

While these types of content may be more work for your staff and do require more resources, the benefits are too good to pass up: educate the audience, drive engagement, increase lead generation, create brand awareness and generate conversions.

Don't lose another lead—it's time to get interactive!

*Demand Gen Report, *The State of Interactive Content Marketing: Statistics and Trends*

Did you know?

Integrated Marketing, a proven, time-tested strategy, takes a unified approach to distributing brand messaging and imagery across multiple traditional and digital channels. But being successful hinges on this: partnering with a provider that has both print and digital chops; and making sure campaign elements adhere to the 4Cs of execution, remaining cohesive, consistent, continuous and complementary, from the first mobile eblast to the last direct-mail brochure—and all the signs, banners and website integration in between. But don't entrust your growth to an all-print or all-digital approach. Integrated is the only way to go. It's like shifting your marketing out of cruise control and punching it into hyperdrive.

Call PIP today. Let our multi-channel marketing pros help you strategize, design and launch an integrated program that gets the results you want.



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THE RHYTHM OF INTEGRATED MARKETING

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INSIDE

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Tips and Tricks: **Creating Durable, Sustainable Signage**

In recognition of the role we all play regarding social responsibility, many companies are adopting durable and sustainable materials for developing eco-friendly signage.

Here are some of the ways that your organization can keep its environmental impact low and do its part to contribute to a better future.

- Choose recycled, recyclable and biodegradable substrates.
- Use non-toxic, eco-friendly, soy- or vegetable-based inks.
- Choose vinyl banner alternatives that are made with post-consumer waste (PCW).
- Print on PCW paper that has been generated using less energy and water.
- For large-scale, outdoor products, use full-color UV inks on rigid boards.
- Use boards and papers with greater longevity.
- Move to digital transmission of art files to eliminate unnecessary fuel usage.

