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Business 2 Business

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3 Easy Ways to Improve Your Online Ordering Portal

In 2020 global retail e-commerce sales were \$4.28 trillion worldwide, and online sales are projected to grow to more than \$5.4 trillion this year. With figures like these on the line, improving your online ordering portal is an urgent need.

Here are three tips for improving your portal so that your business can experience the many benefits of online ordering.

Focus on the user experience. It's all about the user experience. Think about the way you shop online. What do you like to see on an online ordering portal? We know that mobile shopping outpaces desktop with nearly 60% taking place on mobile devices, so your online ordering portal must be responsive and mobile friendly. Ensure the checkout process runs smoothly, that information is easy

to find, and that contact information is prominent. Keep your customers' needs and their user experience top of mind.

Be customer-centric. Feeding directly into the user experience, take steps to let customers know how your services will make their lives better. Content, images and inventory should all be up to date. Use SEO best practices, keywords and unique product descriptions to help customers find what they need. You should also optimize your page load speed so customers don't get frustrated and navigate away before making a purchase.

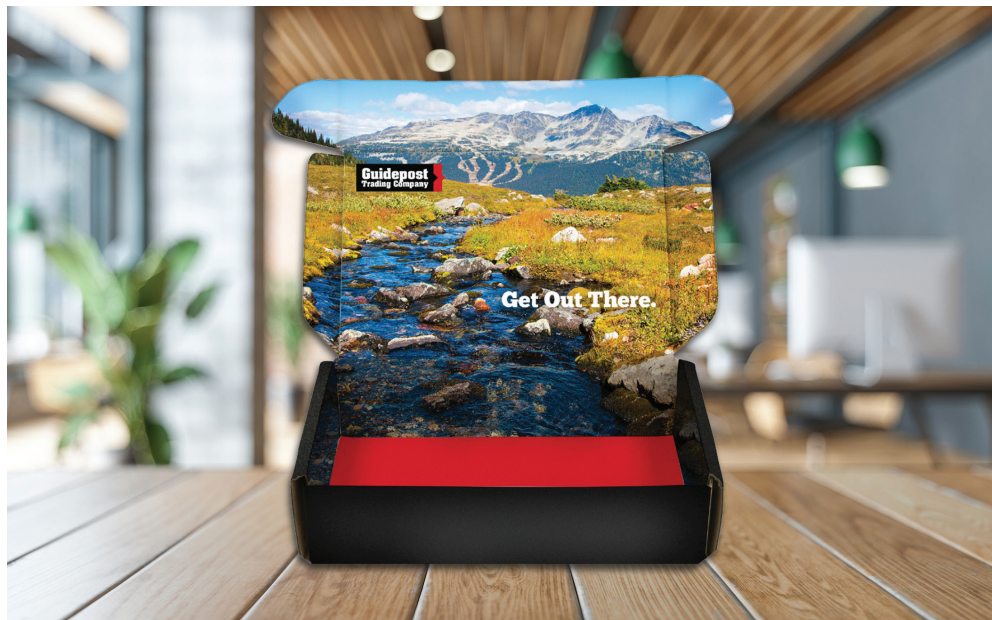
Embrace metrics. Take advantage of analytics to track bounces, click-through rates, time on page, conversions and so on. Be aware of what is working and what isn't so you can make changes on the fly.

Your goal is to provide the best possible customer experience, so keep your finger on the pulse of how visitors navigate your online ordering portal and whether they encounter any problems that need to be addressed.

A customer-focused online ordering portal will attract even more shoppers, allowing you to grow your business by providing a frictionless experience that keeps customers coming back.



Close More Sales Deals with Better Marketing Materials



Marketing collateral is much more than a means to an end.

Until recently, it came at the tail end of a sales and marketing strategy—you provide marketing pieces to send somewhere or to give someone. Today, however, collateral has a strategic role to play in helping your marketing perform successfully. Here are some of the most popular methods being implemented:

Variable marketing

Studies show that personalized communications increase ROI performance. That's great news for those who utilize direct marketing campaigns. It's as easy as taking your customer or prospect database and personalizing your print mailing using recipient names, buying habit information and much more. Whether it's a postcard, self-mailer or envelope-housed insert, leverage variable marketing to pump up engagement.

High-end prospecting

In Las Vegas, top gamblers are called “whales” for a good reason—they are BIG spenders. Every company has big clients they want to keep and new prospects they'd love to woo into the fold. This level of marketing calls for unique and creative marketing pieces that capture attention. From innovative packaging and specialty finishes to bulky mail options, your marketing materials will play a vital role in attracting the attention of this high-level target audience.

Every Door Direct Mail® (EDDM)

If you're interested in lead generation opportunities in a specific area, consider Every Door Direct Mail from the U.S. Postal Service. You can get your company in every mailbox in a particular zip code. Additionally, you can refine your search criteria by residence or

business, mail route, age of recipient and more. PIP can handle every aspect of this USPS direct mailing for you—from list acquisition and printing to correct mail set-up.

Referral mailings

You've most likely heard the phrase, “If you don't ask, you don't get.” One of the best ways to increase business is through customer referrals. A postcard, letter, beautifully designed direct mailer or even a box stuffer serves as a thoughtful way to ask for a referral. It also provides the fringe benefit of reminding customers you're here to serve them, which might shake loose more business!

Newsletters

It may seem old school, but that's the charm behind printed newsletters. They have a much higher chance of getting read than a digital newsletter, which is an easy click away from the trash. Customers and prospects alike respond to short bites of content that educate and inform. More importantly, your newsletter demonstrates passion and commitment to your work and industry and a desire to include your audience in your world.

For your next marketing project, connect with PIP on the front end of your marketing campaign to maximize your options. Contact us at pip.com.

5 Tips for Successful Events



The last two years have really challenged the events industry with shifting formats, travel issues, last-minute surges, and changes in plans and attendance counts.

But that's not to say that an event is impossible to plan; it just may require you to adopt more of a contingency mindset. Here are five tips to help you plan and successfully execute your next event:

1. Be flexible. Barriers and surges don't have to equal a poor event or cancellation. Review the countless blogs, articles, books, webinars, courses and more outlining what does or does not work. Stay ahead of the curve and have a contingency plan at the ready.

2. Prioritize health and safety. Follow expert safety guidance and be ready to switch venues or formats if necessary or make accommodations to limit physical contact. And, of course, pay special attention to

cleanliness and hygiene. Consider ventilation, seating and onsite testing.

3. Be creative with content. Have fun with attendee interactions. Try gamification, surveys, polls, push notifications, chatrooms, video, user-generated content and more to elevate an event beyond the ordinary. Use social media to share photos and videos taken on site, or even consider creating an event podcast.

4. Be creative with engagement. Every attendee's definition of engagement differs, so offer something for everyone. Review what others have done to create unforgettable events including chat rooms, small group activities, team-building exercises, social media, giveaways and special events.

5. Emphasize wellness. Rather than overplanning and overstimulating attendees, consider strategic ways to deliver great content that focuses on the "why" of the event while building in adequate time for social activities and relaxation.

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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What is Livestreaming and Should You Be Doing It?

Livestreaming—that is, the practice of sending streaming video out live, without any recording or editing—is one of the most popular, affordable, and effective marketing tools available to brands today. Consider these numbers:

- 63% of people 18-34 regularly watch livestreaming content
- 47% of viewers worldwide watch more live videos
- More than 80% of consumers like seeing social media video from brands

These are some of the reasons why livestreaming has gained in popularity:

- It's a great way to engage with customers and prospects
- The end viewer gets information instantly
- The potential audience size and geography is unlimited
- Customers love to “take a peek behind the curtain”
- Brands are seen as more approachable

In light of the benefits and ease of livestreaming, you may want to jump on the bandwagon and add this popular new tool to your marketing mix.

Streamline Your Business



Manage Ordering, Fulfillment, Distribution and Inventory All in One Place with an Online Ordering Portal.

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

PIP
WeDo