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Business 2 Business

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The Quiet Power of Direct Mail in a Digital World

Marketing has always moved in cycles—what was once old soon becomes new again. Just as vinyl records have made a resurgence in the age of streaming, direct mail is staging an unexpected revival. The reason is simple: in our oversaturated digital world, the physical stands out.

From Inbox Overload to Mailbox Impact

Picture the modern consumer's daily experience. They receive a barrage of emails, countless social media ads and endless notifications. Now imagine their physical mailbox—once cluttered with bills and catalogs, today it is nearly empty. This presents an opportunity for marketers.

While digital channels are noisy, a well-written, creatively designed print mail piece grabs attention. Studies show direct mail

now boasts a 43% ROI, with open rates above 90%. Why? Because in a world of pixels, paper feels personal.

Where Physical Meets Digital

This is more than nostalgia at work. The most successful marketers aren't simply repeating the past—they're reinventing it. They're combining the physical power of mail with the precision of digital outreach, sending personalized postcards triggered by online behavior, or using QR codes to bridge the gap between physical and digital.

Leading marketers understand that today's consumers, especially younger ones, value mail—76% of millennials keep marketing mailers, seeing them as more trustworthy than targeted ads.

The Future of Marketing

The lesson here isn't to abandon digital but to recognize that in an all-online world, offline commands attention. The future belongs to marketers who can blend the best of both—using data to make mail smarter and physicality to make digital feel human. After all, in an age of infinite scrolling, sometimes what we crave is something real to hold.



Get the Most Out of Your Post-Event Marketing

Putting on an event is a serious commitment of your time, money and other resources. If you're only marketing before the event, you could be missing out on opportunities to strengthen the connections you made, keep engagement going and drive up event ROI. Post-event marketing can help you capitalize on lingering excitement after your events. You'll get the best results from a strategic campaign that engages attendees on various platforms:

Segment Before You Market

Consider segmenting your audience into three categories:

- New connections made at the show.
- Existing customers or contacts who visited your booth.
- Customers who wanted to but were unable to attend.

Essential Emails

Use these emails for both new contacts

and existing customers and tailor the content and offers to each audience.

- **Thanks for stopping by:**
A personalized email is a must for both new leads and existing customers. Send these emails out within 24 hours so the event will still be fresh in their minds.
- **Survey:** People love surveys and quizzes, and a survey can help you gather useful intel to inform your next event.
- **Post-event promotion or discount:**
Send an email with a limited-time offer.

Put Your Event Content to Good Use

Hopefully, you're reading this before your next event and planning to make high-quality videos of the speeches, presentations or other happenings. You can then use this video to create blogs, webinars, and video snippets to embed in promotional emails.

Keep Up the Momentum on Social Media

Take advantage of those candid shots of high-energy crowds and your reps interacting with attendees. Wrap-up posts can help you reach a broader audience, especially if you're using event-themed hashtags. Keep it up for a few days after the event.

Repurpose Your Leftover Swag for Follow-up Mailings

That same great swag that enticed people to your booth can continue to help you build connections. As your budget allows, leftover giveaways like pens, USB drives, and even mugs and T-shirts can be used in care packages to send out to your attendees.



Outdoor Signage in 2025

Tradition Meets Innovation



In the ever-evolving world of marketing, outdoor signage remains foundational for effective brand communication. Understanding the nuances of this traditional and dynamic medium is essential for print and marketing services.

The Enduring Power of Outdoor Signage

Despite the digital revolution, outdoor signage continues to offer advantages:

- **Constant Visibility:** Unlike short-lived digital ads, outdoor signs provide 24/7 exposure.
- **Local Targeting:** Effectively reach targeted geographic audiences.
- **Cost-Effectiveness:** Single-time investment with long-term benefits.

Innovations in Materials and Design

Today's outdoor signage goes beyond information display:

- **Eco-Friendly Materials:** Sustainable options align with corporate responsibility.

- **Weather-Resistant Finishes:**

Ensures longevity and a consistent appearance.

- **Interactive Elements:** QR codes

bridge the physical and digital realms.

Strategic Placement

Location is key for effectiveness:

- **High-Traffic Areas:** Maximizing visibility in busy urban centers.
- **Contextual Relevance:** Placing signs where they resonate most with the intended audience.
- **Multi-Angle Visibility:** Ensuring readability from various perspectives.

Measuring ROI and Effectiveness

Modern tools allow for better tracking of outdoor signage impact:

- **Foot Traffic Analysis:** Understanding the correlation between signage and store visits.
- **Brand Recall Studies:** Ensuring the resonance of outdoor campaigns.

By leveraging these insights, you can ensure a great investment in your outdoor signage and branding.

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 just the right signage to turn all eyes on your business, providing you with opportunities to engage consumers in the sales conversation.

With more than 50 years in business, PIP offers prime access to 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.



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.

 **marketing tango.**
THE RHYTHM OF INTEGRATED MARKETING

INSIDE

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4 Considerations for ADA Sign Compliance

Check out these key areas of focus to create accessible and effective ADA-compliant signs.

- 1. Height Consistency:** The text at the bottom of the sign should be between 48" and 60" from the floor while ensuring consistency across different sign sizes.
- 2. Symbols:** Implement the appropriate pictograms (raised or flat), such as a symbol for stairs or restroom, or the International Symbol of Accessibility (ISA) symbol for wheelchair access.
- 3. Tactile Signage:** All ADA signs must be marked with rounded, raised (braille), and visual characters (the well-known ISA pictogram). The signs must also have a non-glare finish and color contrast.
- 4. Avoiding Mistakes:** Minimize glare, create safe edges, and double-check braille for errors. Prototyping and field reviews can catch these small but critical issues.

Ordering ADA signs can be a complex process. Our experts can guide you through every step of the way to ensure a smooth implementation.

Get Noticed with Outdoor Signs!



Outdoor Signage Keeps Your Brand Visible Around the Clock.

From design to installation, PIP provides full-service sign solutions that place your brand in the spotlight.



WeDo