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# Business **2** Business

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## Creating a Tradeshow Marketing Plan

Staging a successful tradeshow requires a lot of front- and back-end work. Planning is key to ensuring you have a professional presence and furthering the strategic goals you have for your tradeshow.

A tradeshow marketing plan is essential to guide you. It's a comprehensive document that details the strategies and tactics you'll use to set your company apart at a crowded conference or show. Adhered to properly, it will also save you time, money and last-minute headaches—all while helping you reach your target audience.

An effective plan takes into consideration the marketing efforts required before, during and after an event to maximize outreach and boost your ROI.

### Pre-Show Marketing

Your tradeshow starts long before the

actual event. Create advance buzz with promotions including social media, email blasts, flyers or brochures, custom direct mailers and more. Offer discounts or other incentives for those who visit your booth or table in person, or for early bird registrations.

### On-Site Marketing

Make sure your booth, table or site stands out from other exhibitors at the tradeshow. Invest in eye-catching signs, graphics and banners. Source and purchase promotional materials that you can give out at the event that reflect your brand and help visitors remember you after the show.

### Post-Show Marketing

Probably the most important part of your event planning, your after-event marketing is your chance to convert the leads you

made at the show. Use this opportunity to continue nurturing prospects with post-event surveys, social media, thank you gifts, post-event webinars or presentations. Don't forget to collect and share customer testimonials in your materials!

A tradeshow marketing plan is essential for getting the most out of the conference, maximizing your return on investment and ensuring the best results for your efforts. Ask us for more tips on planning for success with your next tradeshow.



## 5 Great Ways to Repurpose Content

Your content is one of your most important marketing investments, so why not get even more out of it by reusing, refurbishing or recycling it? We've got five easy ideas to save you time and money.

**1. Turn an informative blog post into a printed checklist.** Blog posts let you share your expertise with a wide audience, so don't miss an opportunity to share that info in real life. A branded, printed checklist is a useful tool that also reinforces your brand. Don't forget to include a URL and social media info!

**2. Offer a quiz.** Adapt online or printed content for an interactive quiz. People love quizzes, and you can also use them as a lead magnet to capture information about prospects and would-be customers. Keep the quiz part simple and then provide in-depth answers.

**3. Compile blog posts into an eBook (or vice versa).** They're more popular than ever and with minimal effort, you can turn popular blog posts into an eBook. Besides

being convenient to produce, an eBook gives customers a single source to learn about something that interests them.

**4. Get creative about reusing content from other social media platforms.**

Your social media feeds are a gold mine for content, and there are several ways you can turn a post into a content-generating machine:

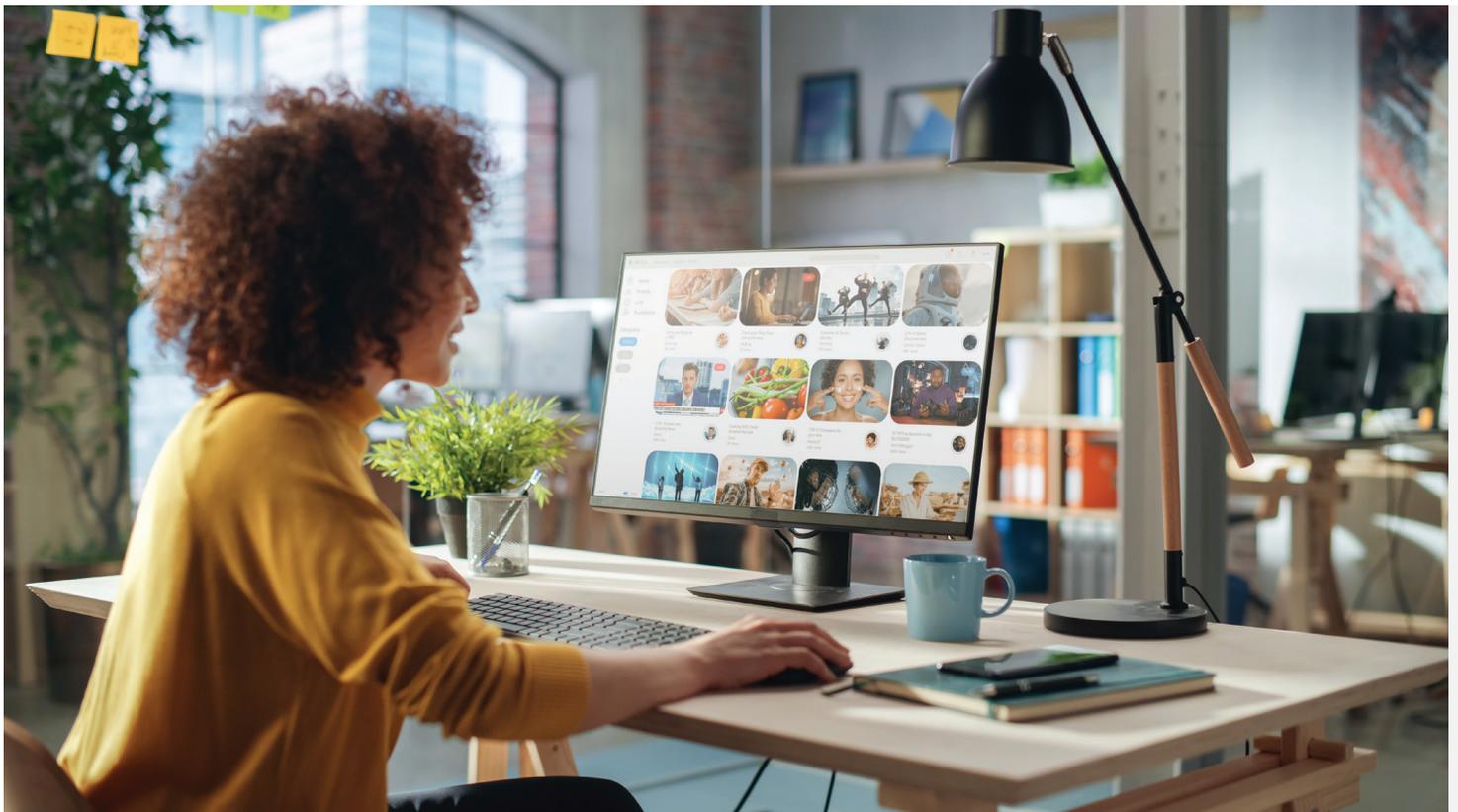
- Turn a longer LinkedIn post into an Instagram reel.
- Pose a question on one of your platforms and then turn it into a post for another—for example, if you make home improvement products, you could ask your Twitter followers about their upcoming DIY projects, and then use those responses to create an Instagram reel.

**5. Turn blog posts into infographics.**

Posts that supply valuable factoids can be converted into infographics that can be shared on social media or in emails. For best results, use posts that feature numerical content; can be turned into simple, step-by-step instructions; or would work as a decision tree.

**Looking for ways to save on marketing?**

Of course, we can create beautiful, cost-effective printed pieces, but we can also help you get the most out of your marketing for less. Contact us today to learn more.



# Tips to Make Your Signs More Engaging



Signage is the easiest way to drive traffic to your business and communicate with your prospective patrons. Follow these guidelines to ensure your signs are effective and engaging.

## ✔ Keep Your Message Simple:

Be brief and straightforward, focusing on brevity and persuading your audience to act. Use clear language, short sentences and specific messaging. Too much information will have the unintended consequence of driving your audience away.

## ✔ Avoid Clutter:

As noted above, less is more when it comes to signage. Be bold and avoid clutter. Communicate your message in as few words as possible and select an appropriate number of impactful images. You only have a few seconds to catch your prospect's eye, so use minimal text and imagery to convey the crux of your message.

## ✔ Make Your Sign Visible:

Choose a sign that won't blend into the background and size it to be viewed from a distance. To successfully convey your message, focus on the sign's location, height, design, contrast and lettering.

## ✔ Be Different:

Signs are another way to express your brand personality, so make yours unique and memorable. Elements like shapes, colors and images and, of course, your branding will make your sign distinctive.

## ✔ Use a Good CTA:

Your CTA tells prospective customers what to do when they see your message. It helps turn prospects into customers, so put careful thought into the language used to pique their interest and call them to action.

## 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.

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

## INSIDE

### Tips to **Make Your Signs** **More Engaging**

## What's Hot in Brand Design: **Trends to Try**

Your brand design reflects your business' personality and (ideally) resonates with your audience. Trends in design change regularly, so it's a good idea to keep tabs on what's happening in the field.

Here's a sampling of some of the most recent trends we're seeing brands use. Which one would you like to try?

**Nostalgia** – Embrace history and connect with customers emotionally with a romanticized look into the past.

**New Eco** – Show that your brand cares about more than profits with sustainable practices and eco-friendly materials.

**Anti-Branding** – Show authenticity or that you're not tied to trends with stripped-back, simple branding (neutral palettes, embossed logos, handwriting).

**Humor and Satire** – Try using a little humor to draw your audience in.

**Mission-First Branding** – Focus on reflecting your values and communicating your purpose; build trust with customers.

Get in touch if you need a marketing partner! We can help you differentiate your brand and support your marketing efforts with designs that reflect your culture, style and values.

## Keep Your Business Top of Mind



## Use Promotional Products to Increase Leads and Stand Out Among Competitors.

Partner with PIP for all your promotional product needs to give customers and prospects something to remember you by.



# WeDo