



# Business **2** Business

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## 5 CTA Mistakes to Avoid

You've done all you can to make your campaign successful, but nobody is clicking, calling or filling out your form. What's wrong?

You might have a CTA problem.

### CTA: What & Why

A CTA (call-to-action) is a button, image or text that drives leads and customers to a landing or web page. Page visits determine your clickthrough rate and measure your campaign's success. Without a strong CTA and the resulting clicks, your campaign may be doomed.

Here are some common CTA mistakes to avoid:

#### 1. Overselling and under delivering.

Pairing elaborate CTA language or imagery with an underwhelming landing page leaves

consumers feeling that you can't deliver on your promises. If customers don't trust you, they'll be reluctant to share their valuable data, and you won't be able to convert them to customers.

**2. Being inconsistent.** Landing page messaging should match your CTA language. Follow through on any promises made and ensure that the same look and feel is communicated.

**3. Not giving good value.** Explain how your offer helps customers or what they get for sharing their prized personal information (e.g., free guides, ebooks, insights or tips for success).

**4. Too many calls-to-action.** Don't confuse your potentially great leads with too many CTAs. Multiple CTAs can prove

counterproductive, keeping visitors from acting. Create one single path without any distractions to interfere with conversion.

**5. Burying Your CTA.** If users can't find your CTA, they can't click it! Don't bury it in text and graphics or at the end of a long page or busy mailer. Make the CTA bolder, brighter or include strategically placed buttons and watch your conversion rate climb.



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## What's Your Sign?

A dizzying array of signage options are available today, each with its own unique appeal and purpose. Here are five popular types of signage, along with a breakdown of considerations on when to use which kind:

### 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. Ask yourself what the primary takeaway should be and make that your message. With outdoor signage, you want to keep it short and simple. 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, consider 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

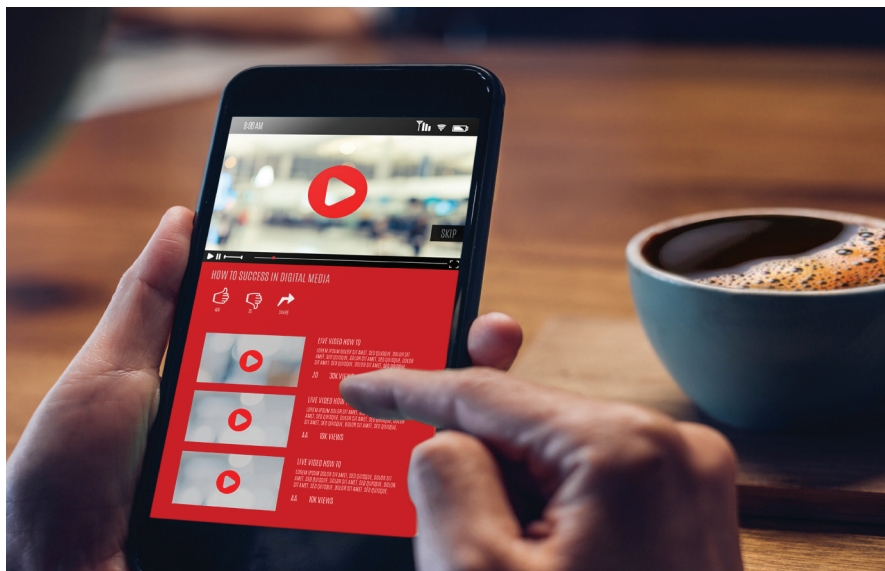
The floor might be the last place you'd consider for signage, but it is rapidly becoming one of the most versatile signage treatments. You can use floor signage to color code departments, direct customers to a specific location, establish brand identity, or just add some fun to the décor. Floor signage is new, so it tends to attract a lot of attention. Leverage the novelty. You can go big and bold.

For your next signage project, talk to the sign experts at PIP.





# Advice for **Next-Level Social Media Success**



How's your social media performing? If you're like many organizations, you could be trying some new things to keep your followers' interest. Below are some emerging social trends you can implement quickly to enhance sales.

## ✔ **Short-form video:**

Video has been a marketing frontrunner for years now but thanks to the popularity of the social juggernaut TikTok, we're seeing a rise in demand for short-form video content. The appeal of quick and fun or interesting videos like these have become the content of choice for consumers—but be sure the style reflects your brand and culture.

## ✔ **More than engagement:**

In 2023, social media engagement remains an effective, measurable tactic but it doesn't lead to sales. According to Social Media Examiner, over 56% of businesses struggle to sell to their social audiences, so you need to develop a strategy for

converting your followers into paying customers.

## ✔ **Caring for your social customers:**

Embrace connection. While you want to attract new customers, most of your sales will come from current, cared-for customers. While social content is important, it will likely not be what helps you make a sale. Consider how you can connect with customers and build lasting, memorable experiences.

Ultimately, you need to be where your customers are, addressing their needs, giving them content they want and connecting with them in an authentic way.



## | Did you know? |

**Car graphics and wraps** give your organization exposure to thousands of drivers, all of whom could be potential customers. This is the kind of marketing reach that's cost prohibitive when compared against broadcast or digital media impressions. For a polished appearance, look no further than PIP.

Our state-of-the-art digital printing technology combined with superior inks and vinyl products delivers the professional grade finish you want and expect. Whether it's one vehicle or an entire fleet, your brand is in expert hands. Our precision-cutting and application process ensures a customized wrap for your vehicle, be it a car, van, bus, motorcycle or literally anything on wheels. Drive your message home with quality car graphics from PIP.



## 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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## INSIDE

### Advice for **Next-Level Social Media Success**

#### Drive Event Attendance with These Email Marketing Tips

If you're planning an event, email marketing must be part of the pre-show strategy for delivering registrations. But with so many emails landing in user inboxes each day, how do you make sure yours isn't overlooked?

- ✓ **Make it Beautiful**—Design unforgettable emails with beautiful graphics, videos, illustrations and interesting copy.
- ✓ **Make it Compelling**—Use intriguing subject lines to get users to open and click. The subject should reflect the body in an enticing way.
- ✓ **Make it Personal**—Customize email content to reflect the needs of customers by using recipient names and personalized information.
- ✓ **Make it Mobile**—Odds are good that your audience will see your communications on their phone or tablet so make sure your emails are optimized for mobile.
- ✓ **Make it Measurable**—Analyze key metrics to track campaign success. Reporting on performance goals helps determine steps for the next event.

## Make Yourself Seen. Then Make Your Move.



### Maximize Tradeshow and Event Marketing ROI with an Integrated Campaign.



PIP will help your business make the right impression from start to finish.

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