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Marketing
Signs
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Business 2 Business

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Maximize the Effectiveness of Your Booth Graphics

Your booth graphics are an essential marketing tool for attracting attention and connecting with attendees at local events or tradeshows. Below are some tips to ensure that your visuals get the attention of passersby and encourage them to stop at your booth or table.

Keep it Simple

Focus on three fundamentals: who you are, what you do, and why attendees should care. Highlight your company name, logo, and main value proposition. Keep the text on graphics minimal but impactful, making sure your message is clear, even for those just walking by.

Optimize Visibility

Design your graphics to be legible from at least 10 feet away. Key messages should be at eye level.

Adapt for Varying Viewing Distances

Use large, attention-grabbing graphics for those visitors furthest from your space. Mid-range visuals should offer more information, while close-up graphics share even more details for engaged visitors.

Leverage Fonts & Colors

Choose readable fonts and bold, contrasting colors to enhance visibility. Follow the rule of one inch of font height for every three feet of viewing distance for clarity.

Keep Branding Consistent

Ensure all graphic elements align with your brand's colors, fonts and style. Consistency builds trust and reinforces recognition. Consider the other marketing items at your booth – giveaways and brochures – to make sure they pair well with your graphics.

Use High-Quality Visuals

Select a few high-quality images that clearly characterize your brand or offerings. Avoid clutter and let each image serve a purpose. Use well-placed lighting to draw attention to specific graphics.

Following these strategies will help make your booth graphics effective and showcase your brand at any event.



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Improve Your Campaign by Avoiding These Common CTA Mistakes

You've done everything you know to do to make your website, email, direct mail campaign successful, but nobody is clicking, calling or filling out the form. Why isn't it working? You might have a call-to-action (CTA) problem.

Landing pages and web visits are essential to your marketing efforts—and your clickthrough rate is a strong measure of campaign success. Without a strong CTA button or text that encourages customers to act or click, your campaign may be doomed to fail.

Here are four CTA mistakes to avoid so you can maximize your next marketing effort:

Overselling & Under-Delivering

Your CTA should guide prospect expectations. If you use elaborate language or imagery but your landing page is underwhelming, your customers will feel that you can't deliver on your promises. You

are trying to convert leads into potential customers, and that begins with giving you their contact information. If they don't trust you, they will not part with that valuable information.

Not Giving Good Value

Making an offer is easy, but how do you make it valuable enough to compel the prospect to click on your CTA? You must clearly explain the ways in which your offer will help them or what they will get in exchange for their prized personal information.

Too Many CTAs

Don't overwhelm your potential customers with too many CTAs and cause paralysis by analysis. Including multiple CTAs can be counterproductive, discouraging the visitor from taking any action. Create one single path to action without any distractions to interfere with conversion.

Burying Your CTA

If users cannot find your call to action, they can't click it! Sometimes integrated marketers bury the CTA in text and graphics, only include a text link, or position it out of main sight. Low visibility equates to low activity. Change the way you include the CTA and watch your conversion rate climb—make it bigger, bolder or include multiple buttons.

We have the resources and expertise to help you create campaigns that include carefully thought-out CTAs. Call us to learn more.



What's Popular for Business Wall Graphics?



Today's wall graphics are transforming business environments, offering a blend of functionality and aesthetic appeal. Below are some of our favorite trends in wall graphics for business applications.

Inspired by Nature

Wall graphics that incorporate greenery patterns or natural textures are on the rise. Promoting a calming and productive atmosphere, these graphics align with the growing focus on workplace wellness. By simulating an outdoor aesthetic, you can help reduce employee stress and improve customer satisfaction.

Technology Integration

Interactive elements can take wall graphics to new levels of interest. By embedding QR codes or AR features into your designs, your customers can engage directly with the graphics. These integrations can provide immersive experiences like product demonstrations, virtual tours, or other interactions that enhance customer engagement.

Sustainable Materials

With the call for greater eco-consciousness, many businesses are prioritizing sustainable wall graphics. Made of recyclable vinyl, low-VOC (volatile organic compounds) inks, and biodegradable materials, these eco-friendly choices resonate with environmentally conscious customers.

Flexible Corporate Branding

The use of modular wall graphics that can be easily updated or changed out is also growing. These flexible designs allow you to reflect seasonal campaigns or branding changes without the cost of a complete redesign. This adaptability allows your space to remain fresh and relevant year-round.

Minimalist Aesthetics

Minimalist wall graphics with clean lines and geometric patterns are both popular and impactful. Demonstrating professionalism and sophistication, they are ideal for offices, retail spaces and modern workplaces.

Did you know?

PIP offers comprehensive **graphic design services** that can help your business effectively communicate your message and enhance your brand identity. Our graphic design specialists work with you to understand your business goals, and other important criteria to create visually compelling and effective marketing materials.

We can help you with a wide variety of graphic design needs including:

- Logos
- Print and digital ads
- Newsletters
- Brochures & rack cards
- Signs, posters, banners and more

Graphic design is a critical part of successful marketing execution, so if you find yourself needing creative assistance, turn to 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.

 **marketing tango**
THE RHYTHM OF INTEGRATED MARKETING

INSIDE

What's Popular for Business Wall Graphics?

POP Display Trends That Are Revolutionizing Shopping

Below are some of the cutting-edge trends transforming retail spaces in 2025. Personalized and interactive environments integrate technology with traditional POP components to create engaging customer displays and boost sales.

- **Interactive Digital Touchpoints** – displays incorporate digital elements, allowing customers to explore products, compare options, and place orders directly.
- **Personalized Experiences** – displays provide customized product suggestions and promotions for each shopper.
- **Sustainable Materials** – eco-friendly displays made from recyclable or biodegradable materials appeal to environmentally-conscious customers.
- **Immersive Storytelling** – displays combine visual, audio, and interactive elements to create captivating brand experiences for users.
- **Data-Driven Design** – allows the retailer to use analytics to optimize display placement, content, and design, maximizing impact and ROI.

Boost Response Rates



Stand Out with Your Target Audience.

PIP can develop direct mail campaigns that connect you to meaningful prospects and customers.



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