

# Close More Sales Deals with Better Marketing Materials

**WeDo collateral.** 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, it has much to offer strategically 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, marketing materials play a vital role in attracting the focus 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 or EDM. 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 your 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, industry, and desire to include them in your world.

A sales pipeline is a continual work in progress, and marketing communications is an excellent tool to keep it full of promise.

For your next marketing project, connect with PIP on the front end of your marketing strategy to maximize your options. **Contact us at [pip.com](http://pip.com).**