



Business 2 Business

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A Crash Course in Maximizing QR Code Impact

Quick Response (QR) Code use is on the rise, with Statista predicting that 89 million U.S. smartphone users will scan more than 100 million QR codes by 2025. Here are tips you can share with your clients:

Size & Location

Adjust sizing for projects like hanging signs but too-small codes may be unscannable or overlooked. Also, avoid placing a QR code near an edge or where it can be distorted.

Customize Design & Color

Although square, black and white QR codes are the most common, balance functionality with aesthetics by adjusting design and color to align with customer brands or add personality. Consider adding an illustration or CTA at the center of the code or reshaping the edges or 'eyes.'

Test the Code

Before the final print, inspect the physical elements, image quality, color, contrast and size. Then, scan the code using different devices and apps to check speed, compatibility, preview content, and test CTA functionality.

Provide Clear Guidance

Include a short CTA alongside the QR code, telling people what to do or expect. Use a headline, image or benefit statement to highlight the value of scanning the QR code—whether receiving a tangible benefit, loyalty points or exclusive access to content.

Analyze Results

QR codes let clients easily track and review campaign results using online tools or platforms. Customers can measure and

review where the QR code was scanned, how many times, and the day, hour and time of each scan to help clients improve their strategy.

QR Codes are a Smart Marketing Choice

QR codes offer outstanding trackability and ease of use, making them a smart marketing choice. Their customizability, ability to drive engagement and cost-effectiveness make them a must-have for marketers.



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How to Design Packaging

That Tells Your Product's Story

Printing is one of the last steps when completing business materials. However, it should be one of the first things you consider when planning your marketing effort. Why? After you've invested valuable time in design, copywriting, final art production, and mailing list coordination, all of your work will be in vain if the printing process does not measure up.

Planning is everything, and we are here to ensure your success.

Step 1: Know Your Business Objective

Establishing the purpose behind every marketing piece is critical. This will drive your decision on the design, format and messaging. If you're launching a new product and want to share features and benefits with existing customers, you might consider a rack card, presentation folder with inserts, or a product sheet. Expanding your brand awareness might

require something more substantial, such as a brochure or a trade show display. If you're opening a new eatery, an oversized postcard with a limited time offer could be ideal.

Step 2: Set a Budget

We like to say there are no wrong budgets, but there are wrong solutions if budgets aren't established at the start! Setting a budget provides your designer and printer with parameters so they can serve up ideas that fit within your designated framework.

For instance, if you are printing a self-mailer and want it personalized to the recipients, that tells us to specify print equipment to accomplish that task. Your designer will also use that information to follow the appropriate postal regulations. The sooner we are involved in the creative process, the greater the likelihood that your budget will be maintained. And,

planning the type of paper to print on is also important as it too can dictate how we print your job.

Step 3: Work with a Pro

We welcome our customers to share their business objectives and budgets with us at the very start. We can suggest design formats, paper stock considerations, press options and more to make sure your project is on the path to success. With more than 50 years of printing experience, we offer the friendly service and peace of mind every one of your projects deserves.

When you're ready to plan your next printing project, **contact us.**



What's New in Corporate Events

Exploring Transformations & Adaptations



The corporate events industry has seen significant change in recent years. The industry is continually reinventing itself to keep up with attendee demands in the below areas.

Hybrid & Virtual Events

Hybrid and Virtual events have become a significant and growing part of the corporate landscape.

Sustainability & Social Responsibility

Increasingly important to corporate event planners, Eventbrite found that 84% are taking steps to ensure events are more sustainable and responsible. Tips for accomplishing this include using recycled materials, sourcing local foods, or supporting local charities or causes.

Personalization & Engagement

Engaging and interactive experiences lead to memorable events. Attendees expect personalized experiences—from messaging to gift bags, networking and schedules. Planners

use data and technology to determine attendee needs and interests, creating a bespoke experience.

Data & Analytics

Increasingly important to corporate events, planners use data to make better decisions, measure event success and evaluate what worked/didn't to improve future events. Diving into analytics also helps track attendance, engagement and event ROI.

Technology & Innovation

Creating more engaging, memorable experiences for attendees, technology adds value to events. Rising event technologies include augmented reality (AR), virtual reality (VR) and artificial intelligence (AI).

Did you know?

Printing and Copying Services can help your company stand out above the rest, by looking even more polished, professional and creative. Have an important event, campaign, presentation or marketing push coming up? Let us help you make it exceptional with a flexible, high-quality solution that achieves your objectives and brings you strategic vision to life. For simpler communications, we make traditional black and white and color copying quick, easy and affordable. We can also augment these traditional standbys with an impressive array of other quality output options, driven by high-end technologies ranging from offset and variable-data digital printing to large-format and wide-format. Bottom line: Tell us your challenge and rest assured we'll take care of the rest.

Need help exploring your choices? Give us a call today.



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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15 Social Media Hooks

to Grab Your Audience's Focus

When providing social media guidance to your clients, here are some attention-grabbing hooks you can suggest for encouraging their audience to stop scrolling and start reading/watching. Your first line sets the stage for the rest of your interaction, so make it good!

1. Use a shocking statistic.
2. Ask a provocative question.
3. Dispel a common myth.
4. Offer a tip for a quick win.
5. Jump into a story with a catchy first sentence.
6. Make a bold statement.
7. Introduce a little-known fact.
8. Be mysterious.
9. Challenge the audience.
10. Offer a sneak peek.
11. Present a solution to a problem.
12. Share a surprising tip.
13. Be funny.
14. Predict something.
15. Share a success story.

**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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