



Business 2 Business

a monthly newsletter published by PIP

With a Flourish, Please: **Add Extra 'Oomph' to Printed Pieces**

If you're looking to make an unforgettable statement, nothing has the same impact as print. Even if it feels like so much of marketing is digital, print is still the medium we invite into our homes, spend time with and hold onto. It's no surprise that a postcard or direct mailer can stay in a household for 17 days on average.

Despite the enduring popularity of a quality printed piece, you still need to grab your audience's attention. With the holiday season upon us, consider taking your print pieces to the next level with fancy and festive touches, such as metallic ink, spot varnish or an upgraded paper.

These extra touches can add some "oomph" to your print communications:

Spot varnish/gloss: Adding a shiny varnish to select areas or parts of a page creates dimension, makes your content pop and conveys premium quality and sophistication.

Die-cuts: Die-cuts can be simple and practical, such as adding slashes to a folder and inserting a business card. Or you can create intricate laser-cut effects that turn a brochure into a work of art or give business cards the "wow" factor.

Metallic inks: Using metallic inks that reflect light can give your project a futuristic feel and create a subtly elegant effect.

Sustainable solutions: We can help you choose eco-friendly solutions that showcase your environmental values.

Make it weighty: A heavier weight (or stock) of paper conveys quality and class and gives your brochure or mailer some heft and substance.

Let's plan something great together: Instead of regarding these options as "finishing touches," we recommend thinking about these elements in the beginning stages of your project—it's like giving your designer a few extra creative tools to play with!



WeDo

4 Recommendations for Business Signage

1 Showcase branding

Signage is a 24/7 branding tool. As such, it should present a unified visual impression that reinforces your brand image. This means incorporating your brand's logo, font type and color palette. If there are zoning restrictions in your area, try to stick as close to your brand look and feel as possible.

2 Ensure visibility

Size, color, location, placement and legibility all contribute to a sign's visibility to foot or car traffic. A typical recommendation is that signs optimally feature 10 inches of letter height for every 100 feet of distance from which they are likely to be viewed. Also, consider how clearly the sign reads at different times of day in case you need additional lighting. Stand-out signage serves as a strong physical indicator that would-be customers can be confident in your business.

3 Consider location

Your office or store may not have control over the precise font used on your sign, or specifically where it hangs, but you can control a sign's clarity and legibility. Help customers and prospects find you by ensuring that your sign is as readable for pedestrians as for vehicles. Placement and appropriate lighting are also important. Test the location for potential obstructions (buildings, vehicles, awning, overhangs).

4 Make it scalable

Modular signage is the most appealing and versatile signage because it offers flexibility to expand or grow. Images can be custom produced to client specifications and can be slotted into easy-to-assemble frames or standing pylons; attached to towers, desks or walls; wrapped around cars or trucks; and used indoors or out. Another benefit: These high-quality signs can easily be updated or upgraded with new panels or configurations, allowing for quick and affordable changes.

With PIP, you'll work with professionals who know the ins and outs of signage and how to integrate signs into your overall marketing strategy.



Simple, Customer-Focused Practices to Use Every Day



Customer service alone is no longer enough.

Today's businesses are rethinking traditional customer service tactics and are putting their focus on keeping customer needs at the forefront of all decision-making.

Here are some tips to increase and keep your emphasis on the customer experience.

✔ Observe a customer-first mindset.

Your company culture must revolve around customers' time, needs, comfort and perceptions. Exceed expectations in everything you do, going above and beyond as much as possible.

✔ Start with employees. When employees are happy, they pass that along to customers. Build a fun and inclusive culture where employees feel valued, and everyone contributes.

✔ Educate your customers. Consider building a learning center or database to address common customer questions or concerns. Provide free video, tools, advice and other resources to help customers.

✔ Create emotional connections.

The most memorable customer experiences are those that provide an emotional connection to a brand. These "moments of magic and delight" create a bond and increase customer loyalty.

✔ Listen and be responsive. Show customers you care by listening to their questions, concerns and interactions. Ask them what they think using chat tools, surveys, follow-up emails or phone calls. Be proactive and receptive to improvements.



Did you know?

Printing and Copying Services may be easy to take for granted. But please don't. When done well, they can help your company look even more polished and professional, while connecting with audiences in a creative and eye-catching way. Have an important meeting, presentation or marketing push coming up? Let PIP help you make it great with a flexible, affordable solution that achieves your objectives and brings your 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 we'll take care of the rest.



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.

INSIDE **Simple, Customer- Focused Practices** to Use Every Day

Key Findings from Salesforce's Marketing Intelligence Report

Salesforce, the cloud-based software company best known for its CRM product, recently released its 2022 Marketing Intelligence Report. It compiles insights on data, analytics and privacy from over 2,500 global marketers to examine how marketers use the data they collect.

Here are five key findings from the report:

1. Marketers see their role as satisfying two directives—driving growth by optimizing ROI and improving the customer experience.
2. 80% of marketers say that data quality is key to reaching their goals.
3. 98% of marketers say they need a better way to view data as a whole—but 70% are only able to see it in silos.
4. The top data challenge is applying findings to marketing strategies quickly—but 27% of marketers can only assess data monthly.
5. 90% of marketers find that new privacy policies have fundamentally changed the ways they measure their performance.

Increase Brand Equity



Take Your Marketing Communications to the Next Level.

PIP can take you
from vision to final
execution effectively
and affordably.



WeDo