



Business 2 Business

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Telling Your Brand Story

Today's consumers like to feel connected to brands and a big part of that connection is knowing your story. Telling your brand story humanizes your company, communicates who you are, and helps you stand out and relate to prospects. Your story should be powerful and attention-grabbing, compelling and engaging.

If you need some tips for helping your customers better understand your brand, read on!

Make It Meaningful

There are so many brands competing for a customer's attention that you need to make sure your brand stands out. Focus on what your customers care about—as opposed to being too internally focused—to ensure your story is interesting and relevant.

Make It Personal

You want your audience to connect personally with your story. Give them ways to feel invested, drawn in or a part of it. Explain how you solve the customer's challenges and how using your product or service improves their life.

Make It Emotional

Your story should affect your customers, evoking emotions or compassion. You want your campaigns to trigger feelings of connection, hooking your audience within the first paragraph of an article or first seconds of a video.

Make It Simple

Avoid trying to include too much information. Instead, maintain your audience's interest by making your story short, easy to digest and easy to

remember. Condense it while continuing to ramp up the emotional impact.

Make It Authentic

Be open, honest and transparent. Be consistent and trustworthy with customers, letting them know that your company is made up of real people who care about your products and services. You may even want to occasionally feature your employees in a brand ambassador role.



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Why Direct Mail Still Works

Digital marketing tactics have dominated customer outreach methods in recent years. But today, what's old is new again. Significant advances in direct mail options have increased its popularity with consumers.

Consider these persuasive reasons why direct mail can't be overlooked as a dependable marketing tactic:

Direct mail is back and stronger than ever!

Personalization

Direct mail campaigns used to be referred to as “spray and pray” because they were not very strategic. Today's dynamic mail programs and sophisticated technology now allow for highly personalized mailers using data such as recipients' names, income levels, previous purchase details and tailored offers.

Timeliness

Technology and automation have also made it easier to produce direct mail. Timelines have been drastically reduced (including creative and printing), and it's easier to minimize errors. Faster turnaround time allows marketers to pivot more quickly and deliver their mailers in a timelier manner.

Connected

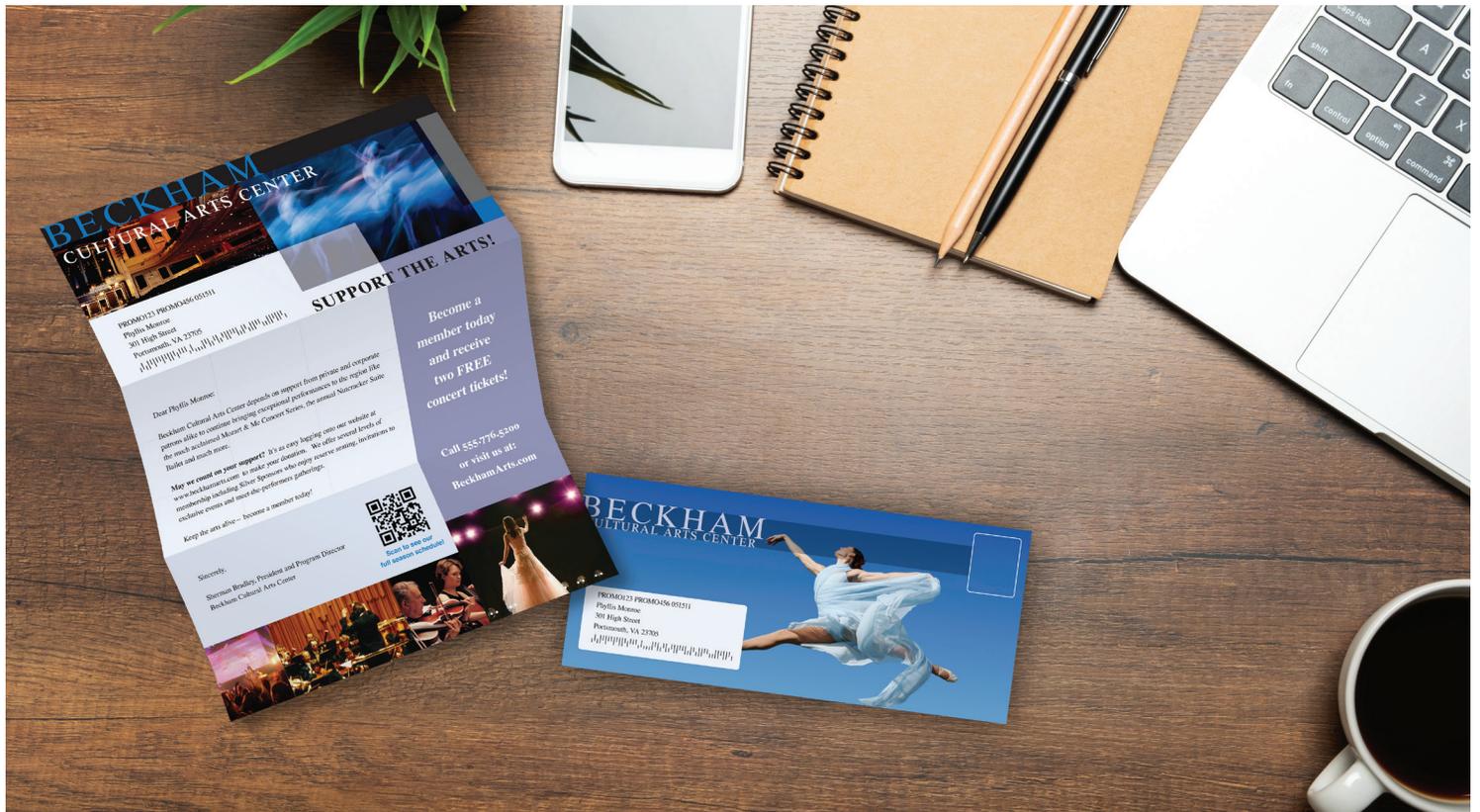
Today's direct mail can incorporate digitally integrated features such as QR codes, personalized URLs, unique customer codes and more that allow the audience to easily access personalized information while also allowing marketers to track the customer's journey and provide measurable, more accurate reporting.

Efficiency

When you consider all these advancements, it's clear that direct mail is an efficient way to engage with audiences. Though more expensive than digital options, customers still consistently respond to high-quality, customized pieces over impersonal, generic messaging that sits in their digital mailboxes.

Long live direct mail

Despite its longevity in the marketing mix, direct mail remains a valuable channel. Innovation in integrating with digital tactics has given it new life and even elevated its status with audiences. If your brand gravitated away from direct mail during the digital boom, now is the ideal time to reconsider adding it back.



Getting to Know **Your** Marketing Audience



Do you know your marketing audience? You probably think you do, but are your assumptions based on hunches or analysis? With just a little research and analysis, you can sharpen your understanding of customers and prospects and create truly effective campaigns that resonate with them.

Who: The Basics

Analyze your target audience by segmenting them according to demographic data—age, gender, career, location, purchasing patterns, hobbies/interests, etc. Knowing their pain points, preferences and where they consume marketing can help you plan your next steps.

Where to Find More Info

When getting to know your audience, there are a lot of resources available to you. Here are some good ways to learn more about your marketing audience.

- Survey your customers and prospects
- Interview existing customers
- Check your Google Analytics demographic data
- Review demographic and audience data from social media platforms
- Get data from market research firms
- Analyze your current customer data
- Use social listening
- Study your best (and worst) performing content

Insights to Gather

Once you've gathered and reviewed your audience information, you can strategically reach them with offers grounded in data, experience and a full understanding of their potential behavior. Look into topics such as:

- What are their challenges?
- What content do they consume and from what sources?
- Where do they hang out, online and in real life?
- Who do they trust?

Did you know?

Mailing services perform an essential role in small-business marketing. They help get those wonderfully creative mailers to the right customers, at the right time, at a cost that fits your budget. But who has hours to vet lists, or fold, stuff, stamp and send off mail pieces? We're guessing not you. That's why PIP provides a broad range of dependable, high-quality mailing services and support. Using the latest mail processing hardware and software, including high-speed folders/inserters and ink-jet addressing systems, we print and mail materials according to the most current postal regulations, enabling you to leverage all applicable discounts. Mail is prepared accurately and double-checked for quality before it enters the mail stream, using services ranging from list acquisition and graphic design to variable data printing, kitting and fulfillment. Call to learn more 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

Getting to Know **Your Marketing Audience**

Uncommon Signage Options to Consider

For your next retail signage purchase, have you considered any of these options?

LED Strip Light for Signage Lighting – Tiny LED chips can be used in a variety of ways for bright, clear illumination indoors or out.

Halo-Lit Signs – Illuminated from the side through translucent panels, the front and back are made of aluminum or other lightweight materials.

Flex Face Signs – Made from a flexible, stretchy material over a metal frame, flex face signs are used for tradeshow, retail purposes and event signage.

Dimensional Signage – Backlit, edge-lit, 2D or 3D, these can be made of nearly any material for exterior letters, logos or a mission statement, adding visual appeal to your brand.

Electronic Message Center (EMC) – Flexible, adaptable and effective, EMCs are a digital display that allows for frequent message customization. They are also low-maintenance and energy-efficient.



Grab Your Customers' Attention

Tap into the Marketing Potential Right Under Your Feet with Customized Floor Graphics.

PIP can customize your space or surface to enhance branding and create a memorable impression.



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