

Business **2** Business

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Mastering Color Theory for Marketers

Color theory is a powerful tool for marketers, influencing consumer behavior and brand perception. The study of how colors impact human emotions, decisions and feelings—and thus, consumer behavior—color theory enables marketers to strategically influence brand perception and recognition, drive customer engagement and encourage purchasing decisions.

- **Emotional Influence** – colors connect with the brain, creating specific feelings in customers by releasing hormones
- **Branding & Recognition** – color choices can be used to subtly communicate brand personality and values
- **Consumer Behavior** – colors affect how consumers differentiate products, identify brands and make purchase decisions.

Color Psychology for Marketers (In Brief)

Colors can be powerful and have a surprising ability to arouse consistent responses from consumers.

- **Warm Colors (red, orange, yellow)** – evoke passion, energy, excitement and optimism, encouraging action.
- **Cool Colors (green, blue, purple)** – suggest harmony, calm, peace and imagination, encouraging trust.

Using Color in Marketing

As color determines a consumer's first impression of a brand or product, start by building a palette that aligns with your audience, reflects your brand and aligns with your industry. Most brands typically include a primary color, accent color(s) and neutral color(s) that tie the other colors

together. Be strategic and stay consistent with the use of your color palette across all your marketing efforts. Once established, the colors can be added in different areas of your business including your logo, website, ads and more.

By strategically choosing colors that appeal to your target audience and evoke the desired emotions, you can influence consumer behavior and achieve your goals, ultimately, elevating your brand.



WeDo

The Ins & Outs Of Direct Mail

Direct mail is a proven marketing tool to engage with prospects and customers, expand brand awareness and promote your business. Having said that, it has a lot of moving parts requiring a savvy understanding of USPS regulations, design approaches, printing and mailing. Here are some vital tips to help kick-start your project.

Determine the end goal of your direct mail campaign and how you will measure results.

- Is it promotional, such as a product launch or store grand opening?
- Are you expanding awareness of your brand?
- Driving recipients to your website for e-commerce?

How you measure return on investment (ROI) directly correlates to the purpose of the mailer, so establish this at the very beginning.

Now, the fun part is choosing what type of direct mailer to create. You can choose from a wide spectrum of formats:

- Postcards
- Folded Self Mailers
- Catalogs
- Letters & Envelopes
- Every Door Direct Mail® (EDDM®)

Within each of these categories are different format sizes and configurations, which impact the cost to print and mail. A key consideration in choosing your direct mail format is how much space you need to communicate your message.

Budget drives much of the decision-making.

Going into your direct mail project with a clear understanding of what can impact costs helps you avoid unnecessary delays and unexpected surprises.

- As a rule of thumb, standard-sized postcards (minimum 5"x 3.5" up to a maximum of 6"x 4.25"), jumbo postcards (5.5"x 8.5" up to 6"x11") as well as letters inserted into #10 sized envelopes fall into the lower cost spectrum.
- Self-mailers are economical and high value, provide branding visibility on the outside and additional messaging on the inside.
- Catalogs are at the higher end of the budget spectrum due to heavier design/production requirements and multiple-page printing; however, they can be powerful sales drivers, increasing web traffic and e-commerce activity.

Utilizing these tips, you will be well on your way to establishing a foundation for success.



Sustainable Labels

The Greener Choice for Your Brand & The Planet



Did you know that billions of non-compostable labels are sent to landfills each year? Traditional labels can have an enormous environmental footprint. But switching to sustainable labels can make a significant difference for the environment.

What Are Sustainable Labels?

Typically made from recycled, compostable or biodegradable materials, sustainable labels reduce reliance on virgin materials, lower greenhouse gas emissions and contribute to waste reduction.

What Makes Labels Sustainable?

- **Materials** – sustainable labels only use eco-friendly materials; others may contain non-recyclable plastics or harsh chemicals and solvents
- **Printing** – sustainable labels use eco-conscious water-based or UV-curable inks
- **Adhesives** – sustainable labels use adhesives that are easy to remove during recycling, preventing contamination

- **Environmental impact** – dissolvable labels use a specialty adhesive with a water-soluble paper that doesn't leave residue behind
- **Waste reduction** – linerless labels don't require the backing paper that is usually just thrown away after label use

Benefits of Sustainable Labels

- Appeal to environmentally concerned consumers
- Establish trust with eco-conscious consumers
- Boost your sustainability credentials and brand image
- Reduce the potential contamination of recycling processes
- Meet local environmental regulations

Sustainable labels are part of an eco-friendlier future. By choosing sustainable labels, you are choosing environmentally friendly materials, printing techniques and adhesives that will help reduce your brand's environmental impact while appealing to eco-conscious consumers: a win-win for the environment and for business.

Did you know?

Online Ordering Portals may be the best kept secret in integrated marketing. Why? Because they offer the power and flexibility to address a huge range of business demands—from managing marketing materials and campaigns to fulfillment and distribution. An online ordering portal helps resource-strapped companies overcome a host of daily challenges, all in a single, convenient, turnkey solution.

For example, you can centralize ordering of material goods, produce marketing and printed materials on demand, personalize communications with one-to-one marketing, and control costs by consolidating material fulfillment and shipping. When you partner with us, we'll take care of everything, from designing, building, and programming your storefront to integrating it with your website.

Call us today to learn more.



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.

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THE RHYTHM OF INTEGRATED MARKETING

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8 Tips to Launching a Brand Newsletter

Newsletters remain a powerful tool for nurturing customer relationships, building/maintaining brand awareness, driving traffic to your website and communicating important information to customers.

If you're considering launching a newsletter for your company, don't miss these tips for hooking readers with an engaging newsletter.

1. Determine your niche or area of expertise.
2. Identify your target audience and what drives them.
3. Build your list by taking a multi-pronged approach (offer incentives, embed a sign-up form on your website, run contests).
4. Design a graphically interesting, brief template for your newsletter.
5. Follow content best practices: focus on content valuable to your audiences; test different content formats; maintain a consistent brand voice.
6. If making an e-version of your newsletters, optimize for mobile devices.
7. Include clear CTAs.
8. Use analytics to see what works and doesn't so you can adapt accordingly.

Make Your Products Stand Out



Labels Provide High-Profile Visibility for Your Brand and Leave a Lasting Impression.

PIP offers a comprehensive array of label options to fit your needs along with the experience to get your job done right.



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