



JULY 2023



# Business 2 Business

a monthly newsletter published by PIP

## Consider These Non-Traditional Signage Options

Event signage serves multiple functions. Because it's critical for highlighting key information as well as for wayfinding, it's important that your signage blend in, but it should also attract positive attention.

There are many types of what have become "standard" event signs, but there are also less common, often overlooked signage options. Here are three such alternatives to consider for your next event.

### Balloons

Available in a variety of fonts, colors and sizes, balloons have come a long way from children's parties and baby showers. Giant balloon letters and numbers can be used to spell out special messages, direct attendees to an event or soften a utilitarian space. Large quantities of colorful balloons can be grouped together to produce

dramatic or glamorous installations for mounting in doorways, on ceilings and tabletops or for the creation of a centralized focal point.

### Stair Wraps and Decals

Staircases and escalators don't have to be dead space at your event venue. This distinctive signage opportunity has been used at sporting events, hotels and casinos, tradeshows and conferences to transform plain stairways. Wrapping stairs with custom-printed vinyl, wraps or decals can turn an ordinary staircase into a unique showpiece while imparting important information or branding.

### Step & Repeat Banners

A high-quality backdrop, usually made of a durable vinyl or a stretchy poly-blend material, step and repeat banners are

effective for branding and sponsorships at events and tradeshows. Highly customizable and easy to assemble on-site, a step and repeat usually features full-color logos, emblems or other repeating images. These essential event displays create a focal point, enticing and engaging with attendees and giving them a backdrop for taking selfies or professional photos.



# WeDo

## Is AI-Generated Art a Solution for Marketers?

By now, you're probably aware that sophisticated AI (artificial intelligence) programs that can generate original art and copy have become so commonplace that articles like this could have been created entirely by a machine! While there are certainly pros and cons to that approach, it's worth exploring what AI-generated art and graphics can and can't do for your marketing department.

### What we mean by AI

Three major platforms have taken the world by storm: Midjourney, Stable Diffusion and DALL-E, though new sites are continually popping up. They offer a startlingly simple premise: Enter a few words into a search bar and these platforms will produce art based on that suggestion—often in as few as 10 seconds. You can make the art highly specific and customized, using searches such as “photorealistic image of dogs playing poker on a beach” or “clip-art style illustration of a green toolbox.” You can also upload your own images for modification. If you're an art director or graphic designer, these platforms can either sound like a dream come true or a nightmare that the robots have come to take your jobs. But as

impressive as the concept is, there's still a long way to go before AI art is ready for primetime in marketing.

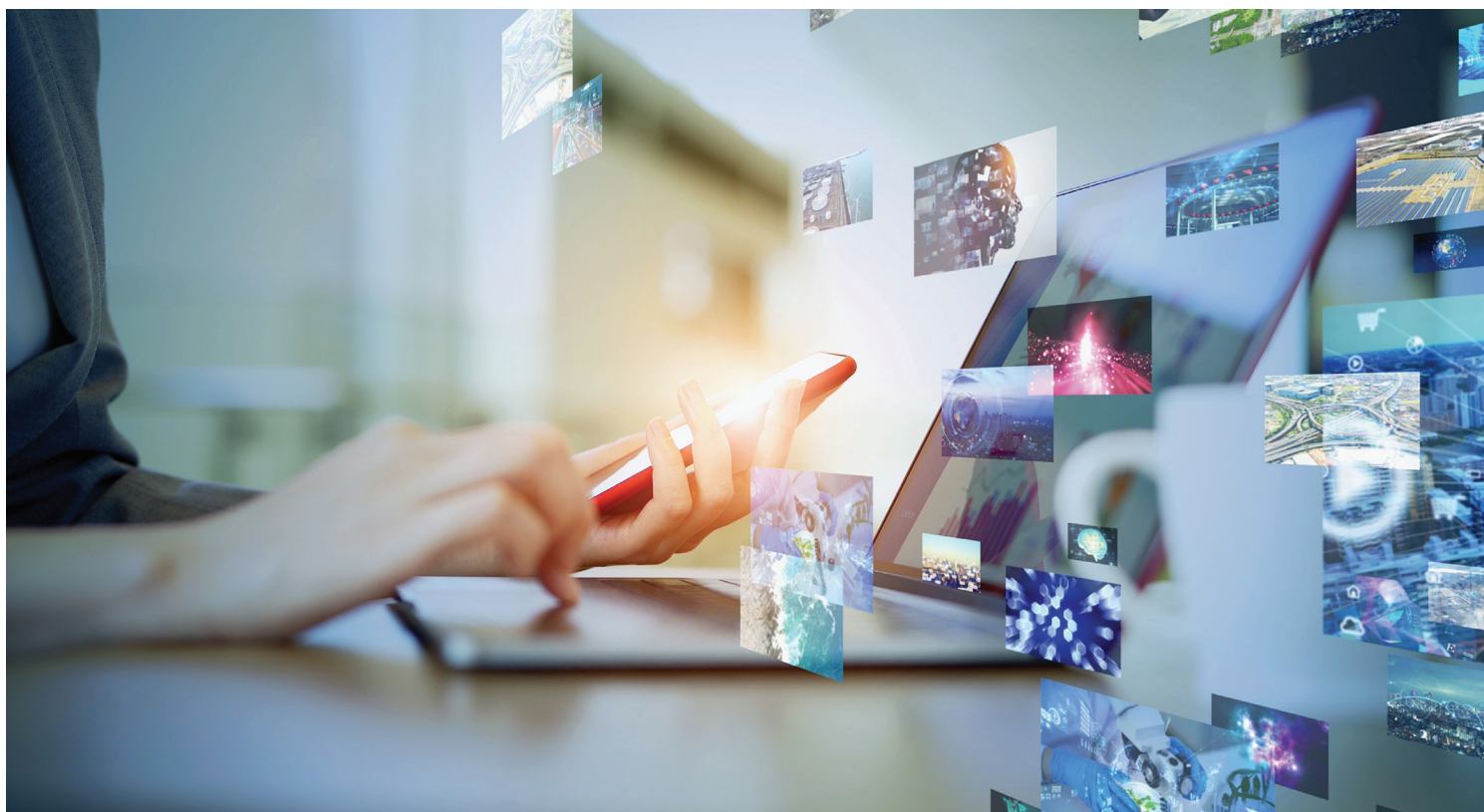
### Opportunity for improvement

One of the most exciting AI applications is creating images for “comps”—that is, not final art, but just enough to convey what the finished piece would be like. If you've ever used some of the big stock image companies to look for comps, you know you can spend hours and still not find exactly what you're looking for. It's even more difficult if you're looking for something uncommon or unusual or want to feature your product. With AI, you can quickly produce highly customized images that would have taken hours for a designer to comp up.

But many of the rules around AI are still emerging, such as copyright considerations, and content and images generated by AI are still problematic for other reasons as well.

### Your trusted solution for graphic design

If you want to spice up your graphic design, there's no substitute for having a real-live human create something that perfectly fits your needs and budget. We're ready to help! We use all the latest technology (except AI!) to create and produce original work that's truly stunning. What can we create for you?





## 3 Tips for Reaching the Right Audiences with Content



Did you know content marketing delivers three times more leads than most marketing at a fraction of the cost? Here are three top tips for helping get your content discovered by your most sought-after audiences.

### #1 Paid Social Promotion

By paying to use the insights available on social media platforms, you can segment your audience, selecting users based on demographic data and serving them with highly relevant information. Both accurate and costeffective, this method of audience outreach has been shown to lead to higher conversion rates, increased web traffic and greater brand recognition.

### #2 Influencer Marketing

Consumers trust recommendations from family, friends and influencers at a much higher rate than they do from other sources. Working with influencers allows you to tap into their followers. Influencers not only share your content but tell their

audience it's good and credible, conferring their own authority and trustworthiness onto your brand.

### #3 Content Syndication

Expand your audience quickly with minimal effort using content syndication. Review analytics to identify keywords and topics that resonate with the audience for any potential syndication sites. Share your best content that provide the most bang for your buck, and look for branded content from other brands that you can share on your own site.



## | 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 PIP, we'll take care of everything, from designing, building and programming your storefront, to integrating it with your website.

Get the powerhouse portal you shouldn't be without. Call 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.

 **marketingtango**  
THE RHYTHM OF INTEGRATED MARKETING

## INSIDE

### 3 Tips for **Reaching the Right Audiences with Content**

## Your Direct Mail Design Checklist

Visual design is central to the success of your next direct mail campaign. And design is more than colors and words; it encompasses all the carefully considered elements that you've identified to grab your prospects' attention.

Check out these 12 design components that will help you maximize your return-on-investment and lead engagement.

- A clear, bold headline
- Subheads that engage readers - lead them through the copy
- Powerful imagery that supports your marketing message
- Easily scannable, sans serif fonts
- Strategic use of white space
- Colors that make your mailing "pop out" of the mailbox
- A list of benefits
- An enticing special offer
- Your company name and logo
- A clear, centrally located CTA that tells prospects what to do
- Your contact information featured prominently
- Brand alignment

Ultimately, your design should create a unified direct mail piece that attracts and appeals to readers, encourages them to engage with the piece, and boosts marketing results.

## Reinforce Your Brand and Product



**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.



**WeDo**