



# Business 2 Business

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## Build Your Event's Signature Look

To create a cohesive look for your annual event, start by establishing a strong visual identity with a consistent logo, color palette, fonts and theme. You will then apply these elements across all materials, from digital invitations and social media graphics to banners, event signage and even speaker slides. You want to ensure that every touchpoint tells the same story, building brand recognition for a memorable attendee experience.

### Define Your Visual Identity

Start with a signature logo, 3-4 core colors, 2-3 font families, and a unifying theme or pattern that reflects your mission, whether you're planning a nonprofit gala or a corporate summit. This toolkit anchors every design element, creating instant recognition.

### Carry It Across Pre-Event Materials

Apply your identity to save the dates, digital invitations, email communications, social media and website. Consistent visuals make the event feel polished and professional from the first touchpoint.

### Execute On Site with Signage and Collateral

Use the same design elements on welcome signs, directional arrows, name badges, programs, banners, backdrops and booth graphics. Readable fonts and clear visual hierarchy effortlessly guide attendees while reinforcing your brand story.

### Extend to Speaker Slides and Swag

Design presentation templates with your palette and logo for keynotes and panels and share with presenters ahead of time. Add the theme to event-branded swag

like tote bags, stickers and handouts, so attendees take your brand home.

### Close with Thank You Notes

Follow up with branded emails, surveys, and printed cards that echo the event's look. This extends the experience, reinforces recognition and builds excitement for next year's event.

A cohesive visual system turns individual materials into a unified experience that attendees recognize and remember.



# WeDo

## Avoid Web Design Mistakes that Drive Customers Away

Your website is often a customer's first introduction to your business—and the moment they land on it, they're already forming opinions about whether they trust you, want to learn more, or feel confident enough to take the next step. Even small design mistakes can derail that experience, sending visitors to a competitor before you have a chance to make your case. To create a positive first impression and keep users engaged, make sure to avoid these common website design pitfalls.

### A Cluttered Layout

Overloading your site with text, images and competing elements can overwhelm visitors. A cleaner, more intentional layout helps users quickly understand your message and navigate where they need to go, reducing bounce rates and improving conversion opportunities.

### Unresponsive Design

With users accessing sites on phones, tablets, laptops, and everything in between,

mobile responsiveness is no longer optional. A seamless experience across all devices increases engagement and keeps users on your site longer.

### Slow Load Speed

Visitors expect speed. Many will abandon a site if it takes more than a few seconds to load. Optimizing images, streamlining scripts and improving hosting performance can significantly reduce load times and increase retention.

### Missing Contact Information

If visitors can't quickly find your phone number, address, or ways to reach your team, they may give up altogether. Include clear, easy-to-locate contact details—and consider adding instant call buttons, maps, or live chat for convenience.

### Skipping SEO

Good design is only effective if people can find your site. Strategic keyword use in headings, body text, alt text, and metadata

helps search engines properly index your pages and improves your visibility with potential customers.

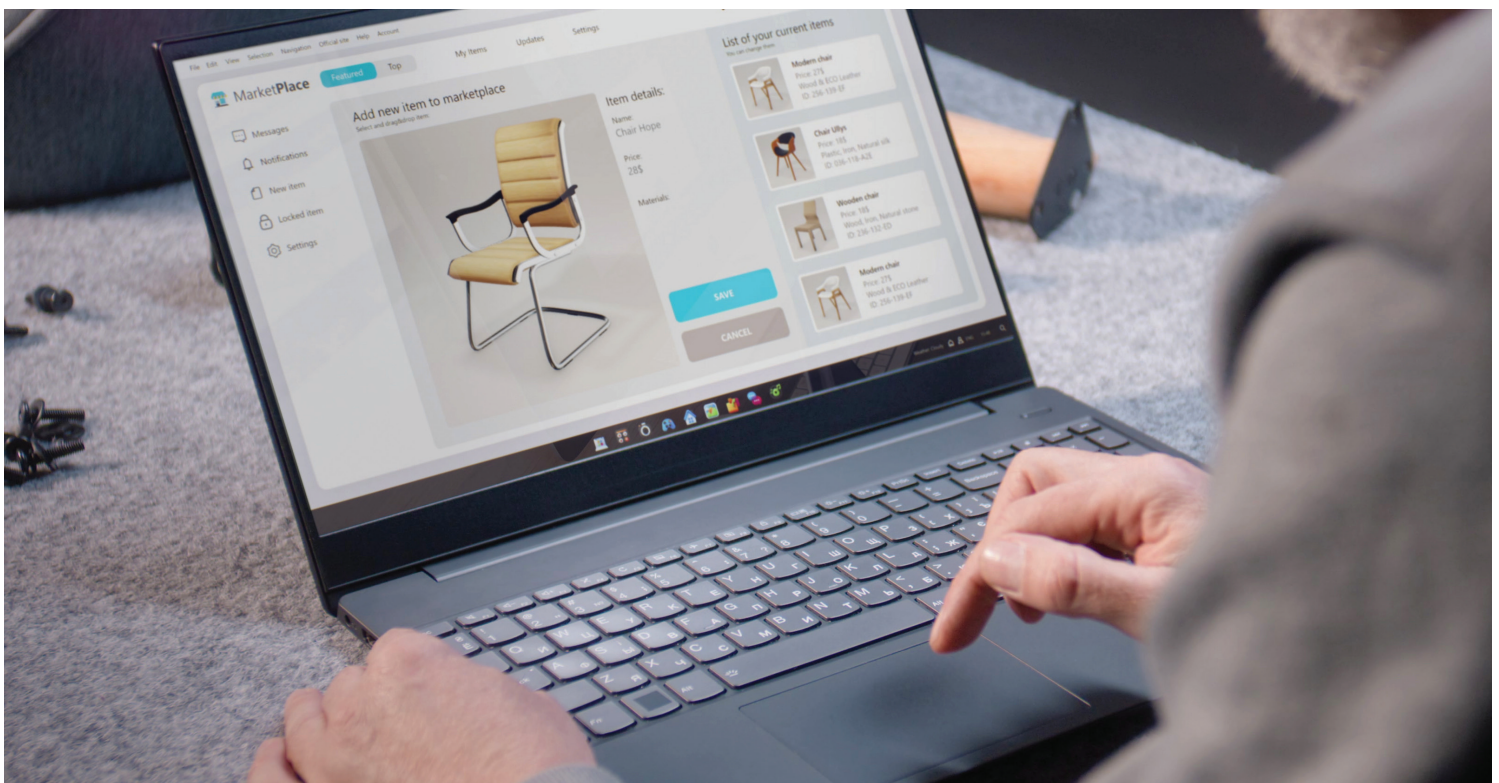
### Intrusive Pop Ups

Aggressive or poorly timed pop ups interrupt the user journey and can push visitors away. Use them sparingly and only when offering genuine value.

### Outdated Content

Stale or inaccurate information can damage credibility. Regular updates—especially for blogs and news sections—help maintain trust and keep your site relevant.

A thoughtful, user-friendly approach ensures your website supports your brand, builds trust, and encourages visitors to stay, explore and take action. Let your website become a tool that moves customers forward.



# Maximizing Impact on a Limited Nonprofit Marketing Budget



Stretching a limited marketing budget is a reality for most nonprofits, but a focused strategy can drive awareness, engagement and giving.

## Clarify Goals & Audiences

Start by defining one or two primary goals, such as growing your email list or increasing event registrations. Detail your top 2–3 audience segments and prioritize the channels they use most.

## Lead With High ROI Channels

Invest first in owned channels that you control, such as email, website and organic social. Consistent email newsletters, value-driven blog posts, and simple, organic social campaigns often outperform paid ads for building relationships and encouraging recurring gifts.

## Repurpose and Batch Content

Turn one core story, such as an impact case study, into multiple assets like a blog post, email series, social posts, and handouts. Batch content

creation each month to reduce time and design costs, using templates to stay on brand.

## Spend Wisely

If your budget allows, run small, targeted campaigns around key moments, such as Giving Tuesday or an annual gala, rather than relying solely on paid ads. When available, leverage ad grants and in-kind media sponsorships to extend reach.

## Measure What Matters

Track a short list of metrics tied to your goals (email signups, event registrations, donations per campaign), and stop tactics that do not convert. Focus on clear priorities, effective storytelling, and targeted investments to ensure every marketing dollar works twice as hard.

With clear priorities, nonprofits can do more with less, building momentum, trust and results without overspending.

## Did you know?

Window, wall and floor graphics can transform your space and take your business to the next level. Whether your goal is to attract customers to your store, guide people to a particular destination, communicate regulations to your employees, or simply showcase your business in a bold way, these on-trend graphics may be the marketing solution you need.

Custom decals and wallpapers can be tailored to fit any surface, allowing you to turn dull spaces into eye-catching displays that leave a lasting impression. If you're not sure how to best utilize your space, assess your surroundings and ask yourself if you're making the most of what you have. Our team of experts is always available to provide guidance and recommendations.

Contact us today to learn how we can elevate your space – and your business!



## 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

### Maximizing Impact on a Limited Nonprofit Marketing Budget

#### Tips for Maintaining Brand Consistency Across Materials

Brand consistency builds trust, strengthens recognition, and enhances credibility across all your touchpoints. Follow these best practices to keep your materials aligned:

- **Build a style guide:** Document logo usage rules, colors, fonts, tone and imagery style in one shared reference guide.
- **Use locked templates:** Pre-set your brand elements in brochures, emails and ads to prevent off-brand edits.
- **Centralize assets:** Store approved files in a shared system with version control, such as a DAM or online ordering portal, so your team always has the most current materials.
- **Match color spaces:** Use CMYK for print, RGB/HEX for digital, and always proof materials.
- **Limit the color palette:** Stick to 3-5 core colors and avoid introducing new shades.
- **Require approvals:** Establish a simple review flow, including design check, brand review and final sign-off.
- **Audit regularly:** Review new materials quarterly to catch inconsistencies.

These simple steps keep flyers, business cards, websites and emails consistent, professional and on-brand.

## 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.

# WeDo