

Need A Business Ally? One Is Closer and More Familiar Than You Might Think: PIP

Most businesses don't think of printed communications as a veritable powerhouse of marketing opportunities. Although innovative new resources such as digital media and social networks have grown in popularity, smart marketers recognize that printing is a mainstay. Here are some of the top reasons why marketing materials are your ally in an increasingly complicated competitive landscape:

Integrate Your Marketing

Relying on just one marketing channel is a no-no by master marketers. Direct marketing rounds out the mix, enabling you to employ powerful print tools such as variable printing for personalized one-to-one marketing, Every Door Direct Mail® (EDDM®) for direct marketing, large format for sign displays and much more.

Understand Media Preference

How do your customers prefer their communications? Some people disregard digital media. On the other hand, printed marketing pieces are impossible to ignore. They are quite literally a physical element in your customers' hands—a rack brochure, product sales sheet or direct mailer—giving them a leisurely way to digest your product and service messaging.

Expand Branding Opportunities

Printed marketing communications excel at giving your brand an edge. Unlike digital media, a 2-dimensional medium, printed pieces are 3-dimensional and offer

tactile ways to attract attention. Special treatments like varnishes, embossing, die-cuts and specialty finishes such as the suede-like "soft touch" provide a memorable experience.

Increase Your Reach

Email can only get so far with some niche market segments. B2B, in particular, can be a challenge. Targeted direct mail can effectively get your message into the hands of business professionals. Sometimes, customers and prospects come to you, as in the case of trade shows and conferences. In those instances, make sure to have take-away printed marketing collateral on-hand for their convenience.

Save It For Later

Unlike disposable digital media, printed pieces hold more weight, both literally and figuratively. A print piece is tangible, something that feels real and worthy of more than a fleeting glance. It's also a keeper—something that can be saved for reference at a later date when consumers are ready to act.

Build Brand Trust

We live in an age of computer hacking, scams and fly-by-night businesses, so it's reassuring to consumers when they receive a printed marketing piece. It exemplifies business confidence. It conveys a high level of commitment. And it fosters trust, which leads to engagement and, ultimately, brand loyalty.

For your next marketing project, speak with the signage experts at PIP.

Contact us at pip.com.