

Small Business Print Projects: Planning for Success

WeDo printing. Printing is one of the last steps when completing business materials. However, it should be one of the first things you consider when planning your marketing effort. Why? After you've invested valuable time in design, copywriting, final art production, and mailing list coordination, all of your work will be in vain if the printing process does not measure up. Planning is everything, and PIP is here to ensure your success.

Step 1: Know Your Business Objective

Establishing the purpose behind every marketing piece is critical. This will drive your decision on the design, format and messaging. For instance, if you're launching a new product and want to share features and benefits with existing customers, you might consider a rack card, presentation folder with inserts, or a simple product sheet. Expanding your brand awareness might require something more substantial, such as a brochure or a trade show display. If you're opening a new eatery in the neighborhood, an oversized postcard with a limited-time offer could be ideal.

Step 2: Set a Budget

We like to say there are no wrong budgets, but there are wrong solutions if budgets aren't established at the start! Setting a budget

provides your designer and printer with parameters so they can serve up ideas that fit within your designated framework. For instance, if you are printing a self-mailer and want it personalized to the recipients, that tells us to specify print equipment to accomplish that task. Your designer will also use that information to follow the appropriate postal regulations. The sooner PIP is involved in the creative process, the higher the likelihood that your budget will be maintained.

Step 3: Work with a Pro

We know how much blood, sweat and tears are involved in every marketing project. That is why we welcome our customers to share their business objectives and budgets with us at the very start. We can suggest design formats, paper stock considerations, press options and more to make sure your project is on the path to success. With more than 50 years of printing experience, PIP offers the friendly service and peace of mind every one of your projects deserves.

When you're ready to plan your next printing project, **contact us at pip.com**.