



Business **2** Business

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Not Your Grandfather's Direct Mail

The rapid rise of digital marketing set direct mail back for a time, but today's direct mail has evolved. New breakthroughs mean that direct mail is more highly effective than ever. Below are five ways direct mail has adapted to the changing needs of marketers.

Personalization: More than three-fourths (78%) of consumers prefer to shop with brands that personalize their content. Direct mail campaigns used to be imprecise, with heavily siloed customer information. Today's mail programs are dynamic and sophisticated, allowing for personalization of recipient names, previous purchase details and special offers.

Timeliness: Direct mail campaigns used to be largely manual, requiring multiple approval and creative steps prior to distribution. Today's automation means

direct mail timelines can be drastically reduced and mailers can be created and mailed quickly, allowing marketers to be timelier than ever with their messages.

Connected: Direct mail recipients now receive unique pieces in their physical mailboxes that include digital features that encourage new levels of engagement. Marketers can integrate online efforts like QR codes, personalized URLs and unique customer codes into mailers.

An Investment: Direct mail used to have a reputation in some quarters as "junk mail" due to its generalized nature. But today's personalized and digitally integrated mailers are an investment made by the sender, designed to encourage the confidence of recipients. With timely offers and relevant content directed at each recipient's needs and interests, receiving

direct mail nowadays often seems more special.

Efficiency: Customers are 30 times more likely to spend time with direct mail and the brands that send it. Audiences respond to high-quality, customized pieces and avoiding digital clutter boosts customer interest and ROI by 20%.

These benefits underscore why direct mail is still a great marketing tool worthy of consideration—even in the digital age.



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Exterior Signage Says a Lot About Your Business

On-premise signage is a lot like your company website FAQ or “About Us” pages: it plays a small but vital role in brand recognition and lead generation. Yet, once in place, signage can be easily forgotten.

How often have you seen a business with weathered or faded exterior signage or maybe one with missing letters or lighting? It doesn't give you a very positive impression of the business, does it?

Avoid being a victim of shabby signage by regularly refreshing your interior and exterior signs. A well-designed sign with the right font, colors and graphics can reinvigorate your business and potentially attract new customers.

Consider the following points when planning a signage makeover:

Sign technology has come a long way. Whether you select a free-standing sign, lettering applied to the exterior of your building or graphics on your front window,

numerous options are available to match your company's personality and budget. Some sign options, such as posters and banners, are so affordable you can change them frequently to support your current marketing campaigns.

Consider signage when developing an integrated marketing campaign.

If you're using a new creative campaign to reach prospects and customers through direct mail, email or via your website, you'll want that same look and messaging to be reflected in the interior and exterior of your business. This is a great way to upsell that new product to existing customers.

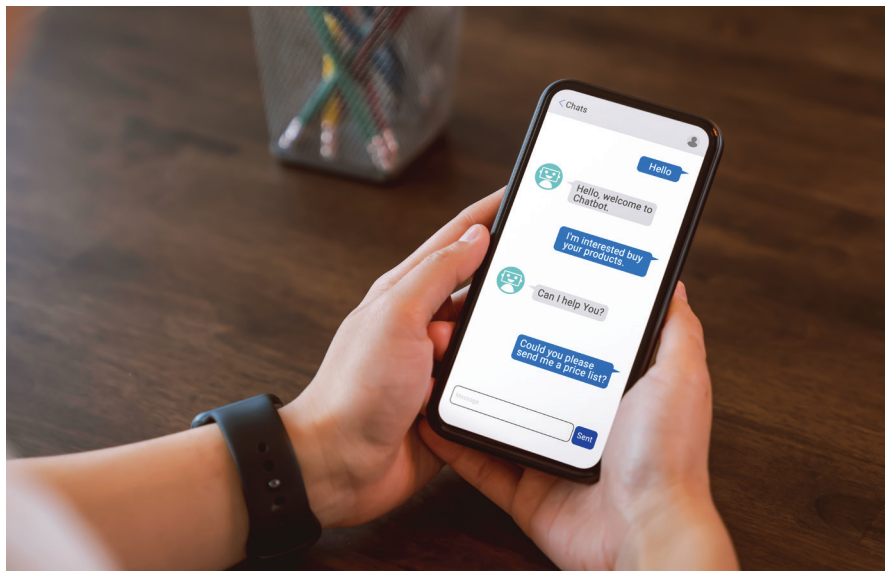
Take advantage of portable and temporary signage. Selecting signage used to seem like a big commitment, but

today's signage allows for more temporary impressions. Floor and window graphics, magnetic signage, vinyl decals and stickers, and vehicle wraps are all ways to make a marketing statement without making a long-term investment. And especially in the case of “portable” signage, such as vehicle wraps and magnetic decals, you can take your marketing message with you!

If you want your company to be seen and heard, consider how signs can support your efforts. To discuss signage solutions for your business, talk to the sign experts at PIP.



A Primer on **Customer Service Chatbots**



Chatbots are an elegant solution to operational inefficiencies and limited customer service staff and resources. Designed to improve customer communications, streamline performance and save money, chatbots are a next-gen software program that interacts with customers using text- or voice-based interfaces, taking customer service to the next level.

Chatbot Growth

The global chatbot market is expected to reach \$2.49 billion by 2028 with a compound annual growth rate (CAGR) of 24.9% from 2021 to 2028.

Types of Chatbots

Three types of chatbots handle different kinds of tasks.

- **Informational:** respond to basic questions, provide simple answers
- **Personalized:** access customer data to navigate and resolve individual issues

- **Transactional:** pull data from back-end systems to execute customer transactions

Integrating Chatbots

Chatbots are most successful when working closely with humans. They run on AI and machine learning, requiring ongoing planning, care and optimization. Consider your people, processes and technology carefully when integrating a chatbot, making sure your team feels included and not threatened, and avoid rushing to implementation or cutting corners to save a few dollars.

Benefits of Using Chatbots

Chatbots bring unique value to organizations where they become a key part of the customer service strategy. Benefits include:

- Reach more customers
- Boost lead generation
- Route calls to live agents faster
- Speed up ordering
- Schedule appointments quickly

| Did you know? |

Signage solutions from PIP reflect the proven expertise of seasoned creative professionals who have mastered design and production and understand how to effectively integrate signage into your overall marketing strategy. Want to do more with signs? Come to us and let your imagination go! We've helped marketers develop attention-grabbing solutions for windows, walls, floors—even service and delivery vehicles. We're your go-to source for colorful, eye-popping wraps that turn your mobile fleet into 24/7 marketing billboards. Of course, posters, banners and yard signs are only part of PIP's comprehensive marketing support.

Share your business objectives with us and we'll help you design an integrated, multi-channel campaign, complete with professional quality promo products, online storefronts, direct marketing and more.



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 **marketingtango**
THE RHYTHM OF INTEGRATED MARKETING

INSIDE A Primer on **Customer Service Chatbots**

Some Compelling Facts About **Coupon Marketing**

Some marketers have the misconception that coupons are old-fashioned and devalue a company's offerings but, done appropriately, coupons are a fast and effective way to drum up sales and welcome new customers.

Consider these data points that prove their benefits and can help you shape a couponing strategy for your business.

- In 2022, 88% of households reported using coupons (digital or print), and 96% of online shoppers reported looking for coupons.
- People still enjoy clipping and tearing coupons out. That's one of the reasons shoppers over the age of 35 prefer paper coupons to the digital alternative.
- Digital natives, such as Millennial and Gen Z shoppers, prefer getting coupons via digital, mobile and even social sharing.
- Emails that feature a coupon earn retailers 48% more revenue than other promotional messages.
- Nearly 86% of consumers try new products because of coupons. Additionally, nearly 40% of shoppers will purchase a product sooner with a coupon.

Direct Mail Is a Sales Driver



Reach Out and Connect with Direct Mail.

Boost sales, create
loyalty and maximize
your ROI with the
help of the direct mail
experts at PIP.



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