



# Business 2 Business

a monthly newsletter published by PIP

## Effective Labels: 5 Key Elements

Labels are key to sales, whatever the industry. They all serve a common function: communicating essential information to customers. Labels are necessary because they might mean the difference between a consumer buying your product or a competitor's offering.

Though many factors go into producing a label, we've identified five primary considerations for ensuring an effective label:

### #1 Customer First:

Get to know your target audience! Market research can help you learn more about the age, gender, lifestyle and other defining characteristics of your target customer. Study what has worked for this audience in other ways or with other products and what has proven unpopular.

### #2 Clarity:

The primary purpose of a label is to share information and encourage a purchase. That means it must be clear, uncluttered and legible. A shopper should be able to easily identify the brand and product name, even from several feet away.

### #3 Branded:

The label needs to carry company branding through look and feel, adhering to established brand standards. The design must align with the brand's colors and be consistent with its design and logo while standing out from the competition.

### #4 Materials/Substrate:

From laminate to liner and all layers in between, product application typically dictates the substrate. Select the best option by considering whether it will be

used in or around heat, cold/freezing conditions, moisture, etc. Depending on the product, think about what type of finish best reflects the brand aesthetic.

### #5 Attractive:

Customers gravitate toward the memorable. Label image and typography must be interesting and attractive. Carefully choose color, font, graphics, illustrations, shape and any embellishments to guarantee that the product stands out from the rest and creates a lasting impression.



# WeDo

## Are You Focused on the Customer Experience?

Customer service is still important (of course), but today the emphasis is on the customer experience (also referred to as CX). It's about much more than simply providing great customer service. Customer experience is defined as the sum of all interactions a customer has with a business over the life of the relationship.

Delivering a great customer experience results in increased customer loyalty, lower churn, more referrals, positive customer word-of-mouth and increased customer value. What's not to like?

These customer-centric practices can be easily implemented to help you improve the customer experience.

### Be customer-first in everything you do.

Your entire culture should revolve around customers—their needs, time, comfort, perceptions, etc. Meet their expectations from the very start of the relationship, such as when they visit your website or call your business. Everything should be designed to meet customer needs and facilitate the buying journey from the very first interaction.

**Start with employees.** Motivating your employees to take pride in their work will translate to better customer interactions and results. Consider implementing regular surveys or other feedback methods to get their input on improving CX.

**Educate your customers.** One of the most common reasons customers contact companies is to find relevant information about their products or services. Consider building a learning or help center with free tools, videos and FAQs to address common questions and potential pain points.

**Listen and be responsive.** Listen to conversations on social media to find out what customers are saying (good and bad) and step in and help where appropriate. Ask customers what they think using chat

tools, surveys, follow-up emails or phone calls to hear what is needed and determine how best to respond.

### Create emotional connections.

Offering a customer experience that leads to “moments of magic and delight” will create a bond with customers and increase the likelihood that they'll stay with you.

Finally, if you need other reasons to improve the customer experience, consider this: 71% of people will recommend a product or service because they had a great experience, and 65% of consumers find a positive experience with a brand to be more influential than advertising. Don't wait to find ways to improve your customer's experience!



# What a Car Wrap Can Do for Your Business



No, you're not imagining things: Vinyl car wraps are everywhere! And there's good reason for their popularity—they can deliver impressive marketing results for a reasonable cost.

Vinyl car wraps command attention in a way no other medium can. By helping generate brand awareness and recall, they can help you get more out of other locally focused tactics like direct mail and search engine or pay-per-click marketing.

Even though vehicle wraps speak volumes about a business, they shouldn't be used to convey a lot of information—leave that up to your brochures and websites. Think of car graphics as a 60-mph billboard: Your audience should be able to get the message in about three seconds, so

## By the Numbers

- A vinyl car wrap can generate up to 70,000 impressions a day
- Car wraps boost name recognition 15x more than other advertising media
- They're noticed by 98% of Americans

keep it simple and consider using 10 words or fewer.

Car wraps can also be economical, especially compared with other types of advertising. Consider the cost of a billboard, for instance. With car wraps, you pay reasonable upfront costs for an asset that can serve you for years.

And it's time to dispel the myth that vinyl car wraps are fussy or fragile: When properly designed and installed by a professional, a car wrap can last up to five years.

If these sound like benefits you need for your business, get in touch with us. We'll create exciting, enduring vehicle wraps that reflect the best of your brand.

## Did you know?

**Direct Marketing Services**, when done well, can far exceed a company's expectations—but when done poorly, can be disastrously disappointing. Executional gaffes that can quickly derail your marketing results include: dated or unprofessional design, mistargeted mailing lists, insufficient personalization, and failure to track campaign returns. If you're haunted by any of these costly missteps, call PIP today. We have all the resources you need to create, execute and manage a successful direct marketing campaign. We can help you drive sales, boost loyalty and maximize ROI. Whether you need mailing list acquisition, data-management services, or print-mail support, PIP is your direct source for print-mail marketing expertise, including personalized URLs, trackable 800 numbers, email marketing and more. It's direct marketing, done right. Check us out today.



## 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

# What a Car Wrap Can Do for Your Business

## Top Tips for Growing Your Email List

Any marketer with list experience knows the tension between natural lead decay and the need to grow your list. People switch jobs, change emails, opt-out, etc., so growing your list requires putting the right tactics in place.

Here are five recommendations for email list growth from HubSpot:

- ✓ **Create desirable content**—Make emails valuable and interesting so recipients will share them with colleagues.
- ✓ **Encourage sharing and forwarding**—Include social sharing buttons to let recipients send to their networks and expand your reach.
- ✓ **Run an opt-in campaign**—It may seem counterintuitive but removing non-responsive and unengaged leads makes room for the active and interested.
- ✓ **Segment your list**—Recipients more often read emails tailored to them, so target content to different list segments.
- ✓ **Create a lead-gen offer**—Offer visitors gated content (a free e-book, guide or something similar), hosted on a landing page with a contact form.

## Increase Brand Equity



## Take Your Marketing Communications to the Next Level.

PIP can take you from vision to final execution effectively and affordably.



# We Do