



Business 2 Business

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Three Reasons to Use Variable Data Printing for Direct Mail Outreach

Variable Data Printing (VDP) gives you a unique opportunity to make a one-to-one connection with your audience through direct mail. You may have used VDP before, but are you taking full advantage of its possibilities? Or are you simply using it to personalize recipient names?

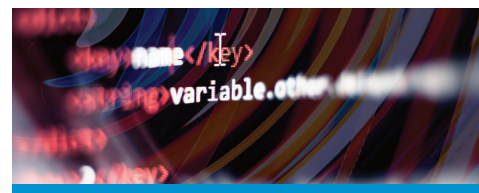
Custom Offerings. VDP allows you to leverage information about your database and tailor it for each recipient, making specially tailored offerings based on past behaviors or purchases and the likely performance of different incentives. For example, referencing past purchases made by copy or through imagery can help to remind recipients of their satisfaction with your business and which of your products or services they have enjoyed.

Build on Past Campaigns. VDP lets you input data from previous outreach campaigns to personalize the message to the audience in subsequent mailers. For instance, when soliciting for a fundraiser, integrated marketers can modify the direct mail copy to ask each recipient for a custom donation based on what they have donated in the past. These pieces are more likely to increase engagement as they reference past interactions, encourage ongoing support and impart the importance of that particular individual to your organization.

Enhanced Tracking Options. Consider using VDP for offer codes, personalized URLs (pURLs) or serialized identifiers. pURLs will send mail recipients to specially

created landing pages featuring unique messaging where you can monitor the behavior of each of those who receive the final piece. Serialized identifiers allow you to track the progress of the message, helping you understand product source and distribution. The benefit of these enhanced trackers is to keep tabs on response rates and ROI for customers.

Though we live in a digital world, direct mail remains one of the most reliable and safest ways to share messages.



Keep Your Marketing on Target with This Very Simple Plan

Here's a simple question for marketers:

Do you have a marketing plan?

According to the SBA, 44% of small businesses don't have one. And if you're part of the 56% that do, the next logical question is: Do you reference your plan throughout the year to make sure you are staying on track? (If not, the point of having a plan is...?)

Many marketers who long for a world-class marketing strategy don't have the time, patience or resources to create a full-blown marketing plan. So, they do nothing. But there's a simpler path to success. Crystallize your marketing goals with a quick, easy, effective tool: A one-page marketing plan.

Can a plan that fits on a single page really be thorough enough to be useful?

Let's review seven key components to a solid one-page plan—so you can decide for yourself.

- **Target market:** Who are you selling to? What is their age range? Interests? Income? Where do they live?
- **Positioning:** How does your company fit into the competitive landscape? Why should customers choose your brand?
- **Offering to customers:** Describe your product(s) or service(s). What problem(s) do you solve for the customer?
- **Pricing strategy:** Is your pricing based on value? Low cost? Or does your product appeal to discriminating customers able and willing to pay a premium price?
- **Service area:** Are you a local business that will benefit from a grassroots approach? Or is your product unbound to geography?
- **Revenue goals:** What are your current revenues? How much would you like

to grow your business? What is your time frame for achieving this growth? Describe the critical resources and mindset that will help you get there.

- **Marketing and promotional strategies:** How will you get the word out? How much will it cost? How much are you willing to spend to acquire a new customer? What is your plan for retaining and growing your business with current customers? Identify the team that will be responsible for the marketing effort, and a timeline to get your campaign up and running.

As you can see, there's a lot you can glean when you build a one-page marketing plan. And it typically won't take much time to create it. Once you have a plan, keep it in front of your marketing team. Refer to it often. Update it as necessary. After all: If you don't have marketing goals, what are you measuring against?



Three Ways a Vehicle Wrap Benefits Your Business

Turn Your Car into a Mobile Billboard & Explore Its Many Advantages



The best advertising for your business is cost-effective, long-lasting and unique. While many marketing tactics tick those boxes, you may be surprised by the benefits of a vinyl vehicle wrap for advertising your business.

They Are Attention-Grabbing — The human eye is drawn to anything that stands out from the norm. Commuters and passersby will be dazzled by your brightly colored, professionally designed, wrapped vehicle. Make sure that the vinyl is clear and easy to read.

They Are an Effective Passive Advertisement — A vehicle wrap leaves it to the customer to contact you when the time is right for them. They've seen your vehicle so many times—on the road, in traffic or parked in strategic locations—that you are top of mind when they need your service or product.

Wraps Are Cost-Effective — Vinyl vehicle wraps only require an initial investment to generate results for years to come. They are designed to withstand weather and other incidents, helping them continue to look good for a long time.

There are many more advantages than those stated here. From the ease of swapping them out when you want to change messaging to the additional layer of protection they offer your vehicle, these long-wearing ads spread the word to your local audience with every impression.



Did you know?

Packaging plays a vital role in marketing for companies of all sizes and specialties. Whether you're into food, medical supplies, consumer goods, cosmetics or something else, PIP is your go-to resource for creative, high-quality design and production. Need a large run, small quantities or a fast, affordable prototype? Let us know. PIP makes quality packaging accessible to every business using the latest print-on-demand technology. Produce what you need, when you need it, to avoid over-stocking and storage issues. We'll deliver your project as promised, with the friendly, personal service you expect. Online ordering portals are available for frequent or recurring orders. Call our packaging pros today to learn more.



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THE RHYTHM OF INTEGRATED MARKETING

MarketingTango is a blog that covers a wide range of marketing tactics and their place in an integrated marketing strategy. *Get inspired. Visit our website blog today!*

INSIDE

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Event Planning 2022 and Beyond

The event industry has had a rough go of it, but things are starting to look up. Companies dipped their toes back into events during the second half of 2021, and the lessons learned have led to some practical decisions moving forward.

- Health and safety concerns aren't going anywhere
- Large events may require a "COVID Czar" for compliance
- Hybrid events live on — they are practical, affordable and attract more attendees
- Large experiential events will gradually ramp back up, but will start small in late 2021
- Expect to see online tech taken offline (xR, AR)
- Focus on the basic value propositions that bring people to live events
- Experiences are more important than ever
- Hype up "Bleisure" — event travelers have been stuck at home a long time and are more likely to attend events combining business and leisure experiences
- Experiences must be considered for online event attendees, too



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**Digital
Variable
One-to-one
Large format**

WHEN IT COUNTS, PULL IT TOGETHER WITH PIP.