

Basically Business

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Multisensory Direct Mail Transforms the Mail Experience

Direct mail is the only marketing channel that gives consumers a tactile and visual experience, letting recipients see and feel the materials. But have you tried expanding beyond these senses to employ the others with multisensory direct mail?

Show customers that your business is innovative and engage their senses by using diverse materials and tools to achieve new results.

Specialty Inks. Conductive inks can be used for light and sound effects. Thermochromics change color when heat is applied, while photochromic inks change color with UV exposure. Consider other specialized inks, too, like variable, metallic inks and pressure-sensitive or water-reactive inks.

Specialty Papers. Appeal to recipients' senses of smell, sound or taste with scented papers, those that contain edible materials

or flavor strips, paper that uses sound chips or speakers, or incorporated visual effects (lenticular, holographic).

New Ways to Feel. Use special textured papers with different treatments such as embossing or debossing or specialized varnishes and coatings.

Other Appealing Features. What kinds of special folds or cuts can you use? Try 3-D boxes or pop-up features. Drive users to a video or augmented reality (AR) experience. Try new shapes or include samples that encourage engagement.

Any of these inspired and inventive additions will help your customers' direct mail stand out in a mailbox. Customers will linger over and respond to a direct mail piece that appeals to a new sense—or multiple senses—instead of relying exclusively on visual or touch, as with most marketing outreach.

Best of all, the USPS periodically offers users a postage discount if they try out these ingenious campaigns. The 2021 Tactile, Sensory & Interactive Promotion registration is open now and runs through July 31.

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4 Recommendations for Business Signage

Whether attracting the attention of a passerby or making an impression on visitors, customers and potential customers, **business signage is critical to an integrated marketer's efforts**—both subtle and direct. Don't let quality signage be an afterthought. Put the time in to carefully plan how you communicate with your community.

1. Showcase Branding. Any signs or graphics on or in your facility should reinforce your brand image, from the font you use to the materials you select. The Small Business Administration points out that as a 24/7 branding tool, your signage should **present a unified visual impression**, from your logo to your color palette. If there are zoning restrictions in your area, try to stick as close to your brand look and feel as possible.

2. Ensure Visibility. Size, color, location, placement and legibility all contribute to a sign's visibility to foot or car traffic. For the greatest impact, Entrepreneur.com recommends that signs optimally **feature**

10 inches of letter height for every 100 feet of distance from which they are likely to be viewed. Also, consider how clearly the sign reads at different times of the day, including any additional lighting you install. Visitors to your business are seeking reassurance that they are working with a reputable, trustworthy brand with a consistent message. Stand-out signage serves as a strong physical indicator that they can be confident in your business.

3. Consider Location. Your office or store may not have control over the precise font used on your sign, or specifically where it hangs, but **you can control a sign's clarity and legibility**. Help customers and prospects find you by ensuring that your sign is as readable for pedestrians as for vehicles. Placement is also important. Consider appropriate lighting for a sign that is hard to see in direct sunlight or at night. Test the location for potential obstructions (buildings, vehicles, awning, overhangs). Your physical location—for instance, within a business park—may

also necessitate a uniform look with surrounding businesses.

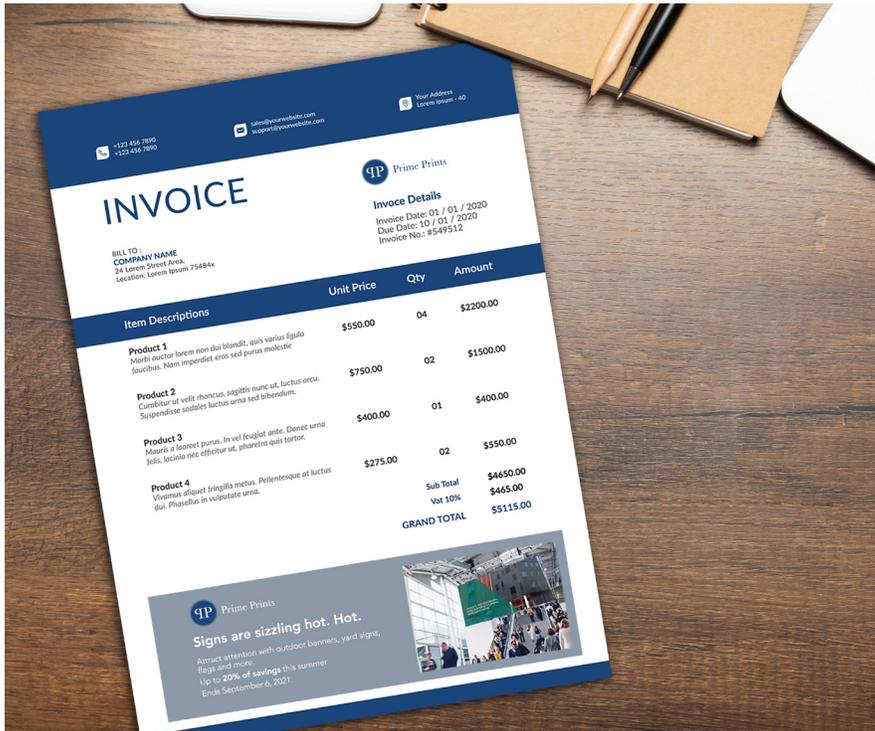
4. Make It Scalable. The most appealing and versatile signage is modular. Unlike a stationary display, **modular signage offers users the flexibility to expand or grow**. Images can be custom-produced to client specifications, at any size, to be slotted into easy-to-assemble frames or standing pylons, attached to towers, desks or walls, wrapped around cars or trucks, and used indoors or out. As a business grows, these high-quality signs can easily be updated or upgraded with new panels or configurations, allowing marketers to make changes quickly and affordably.

With Sir Speedy, you'll work with professionals who know the ins and outs of signs and who understand how to integrate them into your overall marketing strategy.



Elevate Mailings

with Personalized Color Transpromo



When sending first-class mail, otherwise neglected space on bills and statements is an opportunity to include a color promotion, statement or announcement—a.k.a. transpromotional messaging, a portmanteau of transactional and promotion.

Adding a color message to what is otherwise wasted space allows you to send a personalized message to recipients, enhancing the value of the piece. Common transpromo messages include loyalty points or rewards messages, renewal offers, information about the benefits of joining an exclusive program, special promotions or coupons and important tips.

Best of all, you can receive a discount from the USPS for taking advantage of this special promotion.

There are some criteria for receiving a 2% discount on postage for a personalized color transpromo mailer: it must be first-class mail, at least two colors and must include at least four demographic selectors.

Is transpromo mail something you should consider? It is worth exploring because it may help you cut through competitive noise and ensure that your messaging stands out to your audience.

The USPS personalized color transpromo discount promotional period for 2021 runs from July 1 through December 31.



Did you know?

Mailing services perform an essential role in small-business marketing. They help get those wonderfully creative mailers to the right customers, at the right time, at a cost that fits your budget. But who has hours to vet lists, or fold, stuff, stamp and send off mail pieces? We're guessing not you. That's why Sir Speedy provides a broad range of dependable, high-quality mailing services and support. Using the latest mail processing hardware and software, including high-speed folders/inserters and ink-jet addressing systems, we print and mail materials according to the most current postal regulations, enabling you to leverage all applicable discounts. Mail is prepared accurately and double-checked for quality before it enters the mail stream, using services ranging from list acquisition and graphic design to variable data printing, kitting and fulfillment. Call to learn more today.



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THE RHYTHM OF INTEGRATED MARKETING

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How Biophilia Transforms the User Experience

It means “love of life.” A science-based understanding of the importance of nature for human health and happiness, biophilia—or biophilic design—has been around since the 1960s, though it is particularly trendy now, spreading into new areas of business and communications.

Primarily linked to interior design and architecture, the same benefits that are currently popularizing biophilia in business, building and home design can be applied to marketing, graphic design, signage and other promotional areas.

Maximize the positive benefits of nature on human emotional and physical health by integrating biophilia into your campaigns, using design to boost mood, bring peace, ease anxiety and make users feel good. Mimic natural elements on postcards and signs like colors, patterns, textures, materials and shapes to stimulate the five senses and promote effective visual communication.



CAPTURE ATTENTION WITH FLOOR GRAPHICS

Untapped marketing potential is right under your feet.

- Provide directional cues
- Promote your brand
- Advertise new products

UTILIZE THE POWER OF FLOOR GRAPHICS.