

Basically Business

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Brand Authenticity Matters Why It's Important & How You Can Ensure Yours

Ninety percent of consumers make their buying decisions based on a brand's authenticity, according to a survey by Stackla.

What is Brand Authenticity?

Brand authenticity is about being genuine and transparent with consumers. When your company is authentic, it is open about your mission and values, mirroring them in everything you do.

We all want to feel good about where we spend our dollars and the brands we support. Likewise, consumers want to see and stand behind your business values when they work with you.

Why it Matters

There are many reasons that authenticity matters, the foremost of which is that it is important to Millennials and Gen Z.

These demographics don't trust traditional advertising. Instead, they look for real, organic truth from companies and values that align with their own.

Authentic companies are reliable, respectful and honest with their communications. They create emotional connections with their audience and build loyal consumers who feel that brands reflect their personal authenticity.

There is no hiding anything from customers anymore; social media lays bare brand actions and consumer interactions. It's more important than ever that companies follow through on their promises.

How to Ensure Your Brand's Authenticity

- Make sure your business delivers on its claims
- Remain true to your stated values

- Be consistent in your messaging across all platforms
- Listen to customers, engage with them and respond to their feedback
- Be trustworthy and dependable
- Express thankfulness for your customers
- Stay true to your moral, social and corporate values
- Be uncompromising with your brand's ethics and integrity
- Stand for something

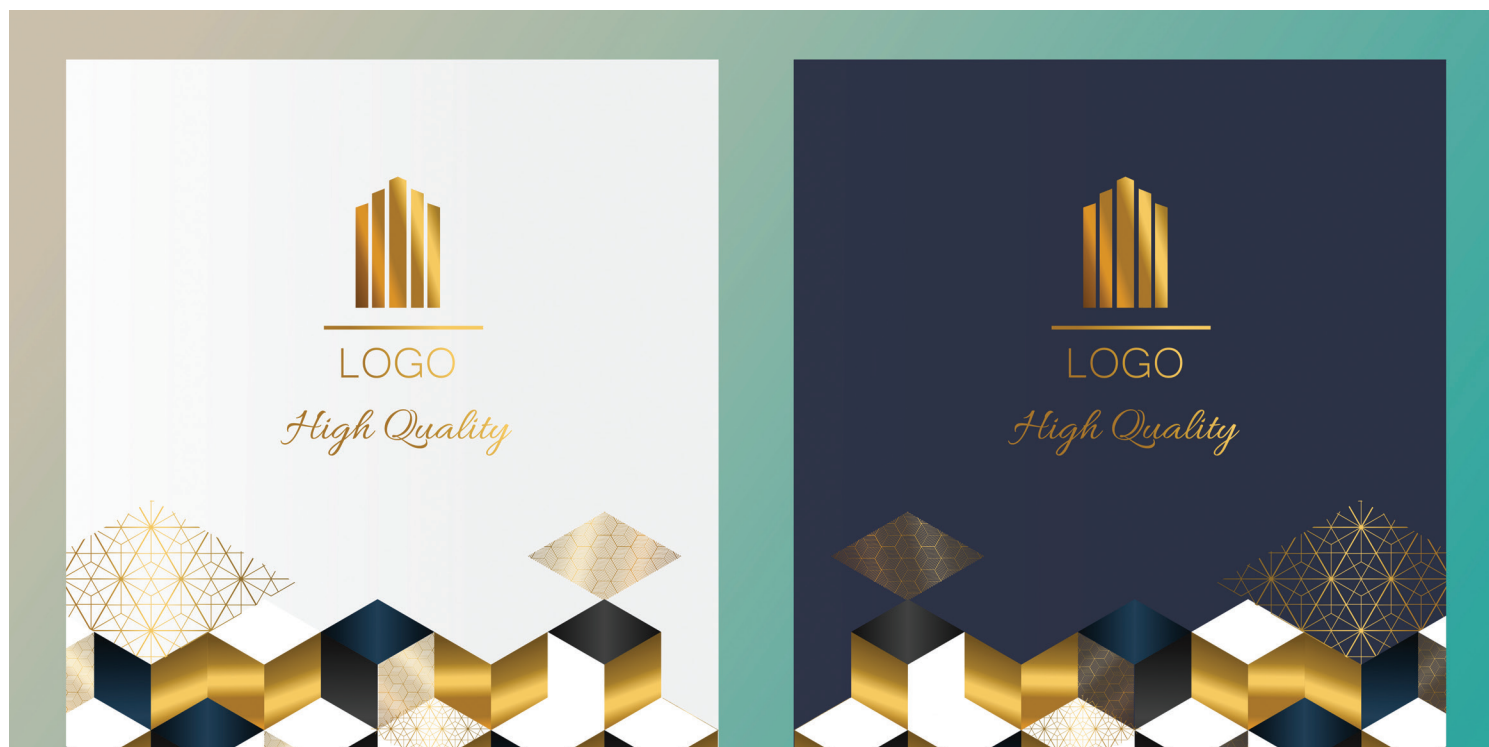
Your brand's authenticity comes from within your organization and is showcased throughout your business. Take the time to explore what your company stands for, how it aligns with your outbound communications and whether it reflects your mission and values.

Give Your Marketing Materials a Boost

Specialty Finishes Attract Extra Attention

It is a well-known fact that people respond to bright shiny objects, so when we add bells and whistles to printed pieces, such as gloss varnish, spot UV, lamination, metallic inks and other treatments, response rates go up. In addition to their cosmetic appeal, many finishes also improve a print piece's longevity and shelf life. Here are some of the top specialty techniques being used to elevate today's marketing materials:

- **Varnish:** Varnishes come in a variety of finishes—machine, gloss, matte, silk and UV. Designers often use varnishes to selectively draw attention to a specific element, such as a logo. This is called “spot varnish.” The varnish can also cover the entire printed area. A side benefit of varnish is that it acts as a protective shield over the ink and helps reduce rips and tears in the paper. Varnish is frequently used on corporate brochures, annual reports and direct mail.
- **Lamination:** Much like varnish, lamination comes in gloss, matte and satin finishes. The difference between the two treatments is that lamination is a thin layer of plastic, providing a slick tactile finish. And because it adds a protective membrane to the paper, it affords some level of waterproofing to the paper. Lamination is an excellent finish to consider for printed pieces that are handled frequently, like policies and procedures manuals, or used in the great outdoors, such as maps, destination travel collateral, etc.
- **Embossing and Debossing:** Ah, texture. There is nothing like the feel of an embossed or debossed print piece. The distinction between the two treatments is that one is raised (emboss), and the other is indented (deboss). Either way, the effect is elegant and lends a high-end look to the finished piece. It is used on corporate communications systems, such as business cards and letterhead, as well as brochures and some packaging. It also works well in conjunction with foil stamping.
- **Foil Stamp:** This is the epitome of the “bright shiny” object. Foil stamping has been popular for years and is a popular technique for brochures, annual reports, corporate letterhead and business cards. Its highly reflective surface is the result of pressure-applied metallic foil using a metal die and a hot foil-stamping machine. For a gorgeous, gleaming print piece, foil stamping is a showstopper.
- **Die-Cutting:** Die-cutting is a custom effect well worth the effort, from presentation folders with pockets to intricate symbols and pattern cutaways. A die or form is custom-created by hand and then fed through the printing press to achieve the desired reveal effect. The cutout shape provides a 3D sensibility and opportunity to reveal a tease as to what's inside.



3 Digital Signage Lessons

Learned in 2020 to Take Into 2021



Though 2020 was a challenging year for digital sign manufacturers, looking back at lessons learned during the pandemic is a winning strategy for the new year.

Three key lessons survived the COVID-19 crisis and will continue to make a difference in 2021.

1. Be Adaptable

Be prepared to pivot quickly to meet customer needs. Determine whether you can reuse current digital signage for new purposes. Consider whether a single solution can be used in multiple instances like wayfinding or communicating key messaging and remain useful once things return to “normal.”

2. Listen to Your Customers

What are your customers telling you? Are they still interested in innovative

touchless solutions? Do they want digital signage that interacts with mobile devices? Whatever their interests, make sure you pay attention to what matters most to them, even if that means reevaluating planned launches.

3. Develop New Solutions Based on Customer Needs

Once you’ve taken the time to engage and strengthen ties with your customers, you may find yourself ahead of developmental trends. Can you help maximize efficiencies while keeping costs down? Think about leveraging existing digital signage or modifying solutions to make technology customizable to client needs.

Take the lessons learned in 2020 and make 2021 a year for streamlining digital signage support services.

Did you know?

Mobile Marketing has become the must-have growth tool for businesses of every type and size. Hype, right? Hardly. Nobody these days makes a move without bringing a mobile device—often times more than one. That makes smartphones, tablets and laptops ground zero for sales, marketing, brand-building and growth. This year worldwide, almost 60% of all online traffic will come from mobile devices. Google says that nine in 10 consumers are likely to recommend a brand following a positive mobile experience. So how can your business capitalize on these and other emerging trends? Step one is finding a reputable mobile-marketing partner. Sir Speedy has helped thousands of companies build successful programs using SMS messaging, mobile email and more. Give your customers the on-the-go experience they want. Contact us for expert mobile-marketing support.



 **marketingtango**

THE RHYTHM OF INTEGRATED MARKETING

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INSIDE

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Into 2021

Tips and Tricks: **Kick Off Your Marketing Year with These 5 tips**

Looking forward to a new marketing year can be intimidating but keep in mind these tips for 2021.

- 1. Revisit Last Year.** What worked and what didn't? Apply lessons learned in the past to future strategies. Review data, customize your plan.
- 2. Stay Current.** Review the latest trends, predictions, technologies and tips to see if you should implement any of them. Get up to speed on what the experts think.
- 3. Announce Upcoming Events.** Publicize events and promotions that your business will take part in.
- 4. Introduce Video.** Social media and consumers favor video content. Use video to tease upcoming product or service releases and customer testimonials.
- 5. Review the Data.** Look at your data and make actionable decisions moving forward. See what makes your customers tick, how they interact with you and how to leverage that data.

Try out these easy marketing ideas and see how they can help your business!



**DIRECT
MARKETING
MADE
SIMPLE**

**Make connections with personalized,
direct marketing campaigns.**

- Design and production
- Direct Mail
- List acquisition
- Mailing services

LEVERAGE THE POWER OF DIRECT MARKETING.