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# Basically Business

a monthly newsletter published by Sir Speedy

## **Sustainable Signage:** A Greener Way to Communicate

As awareness of environmental issues grows, sustainable practices are becoming increasingly important. Businesses are looking for ways to reduce their environmental impact, and sustainable signage offers a practical solution.

### **What is Sustainable Signage?**

Sustainable signage refers to signs made from eco-friendly materials and produced using environmentally responsible methods. These signs often incorporate recycled materials, renewable energy sources, and low-VOC inks.

### **Benefits of Sustainable Signage**

- **Environmental Impact** – reduces waste and pollution associated with traditional signage materials.
- **Brand Image** – demonstrates a commitment to sustainability by

appealing to environmentally-conscious consumers.

- **Cost-Effective** – in some cases, sustainable materials may ultimately be more cost-effective than legacy materials.

### **Sustainable Signage Materials**

- **Recycled Materials** – popular choices for signs include aluminum, wood, or recycled plastics.
- **Renewable Materials** – visually enticing sign options include bamboo, cork and wheat straw.
- **Energy-Efficient Lighting** – digital LED signs reduce energy consumption and have a longer lifespan.

### **Producing Sustainable Signage**

- **Evaluate Your Needs** – determine the requirements for your signage,

including durability and visibility.

- **Choose Sustainable Materials** – select materials that align with your sustainability goals and the purpose of the signage.
- **Select Eco-Friendly Printing** – use low-VOC inks and printing that minimizes your environmental impact.

Incorporating sustainable signage into your business practices allows you to contribute to a greener future while enhancing your brand's reputation.


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# Make a Lasting Impression with Exterior Signage

One way to freshen up your marketing efforts is to replace weathered and faded exterior signs. The quality of your signs may reflect the quality of your products or services to potential customers. A well-designed sign with the right font, colors, and graphics can attract the attention of potential customers and leave a more lasting impression of your company.

## It's year-round advertising

Your signs are an always-on, inexpensive sales team promoting your business day and night. The initial cost of a sign, amortized over its lifetime in front of/on/in your business will ultimately be one of the least expensive marketing tactics you ever undertake.

An exterior sign also helps as an identifier when someone is looking for your business. Companies with a single location need effective signage to stand out from competitors in the area, and a business

with multiple locations needs consistent signage that reflects their brand to help customers recognize them regardless of location.

## 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 align with your current marketing campaigns.

## Signage is key 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 the 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 or service to existing customers. Temporary magnetic signs on delivery vehicles are an additional way to communicate the offer.

It's all about visual communications — the art of using pictures, graphics, charts and signs to communicate information. Visual communication gives us perspective to help us learn, understand and retain information. So, if you want your company to be seen and heard, use signs!

To discuss high-quality signage solutions for your business, give our experts a call today.



# Reaching Generation Z Through Direct Mail



While many marketers focus on digital channels, direct mail can effectively reach Generation Z (born between 1995 and 2010). This tech-savvy generation of nearly 73 million appreciates tangible, personal connections.

Check out these tips for successfully reaching Gen Z with your direct mail campaign.

## Go Beyond Tech

A Kearney study found that despite being the first truly native digital audience, 65% of Gen Z consumers prefer integrating online and offline marketing tactics. Marketers should combine physical and digital tactics within their omnichannel opportunities.

## Personalization is Key

Tailor your messaging to individual interests. Use data to further customize offers and recommendations. Consumers are more likely to read mail from businesses they have interacted with or that includes relevant offers.

## Focus on the Visual

Try unique eye-catching designs and high-quality visuals that resonate with Gen Z's aesthetic. Incorporate social media elements like QR codes or augmented reality experiences to connect the digital and physical worlds.

## Emphasize Sustainability

Use eco-friendly materials and practices to appeal to Gen Z's environmental values. Highlight your brand's commitment to sustainability throughout your marketing, including recycling information on the mailer.

## Create a Unique Experience

Go beyond traditional formats with interactive elements like stickers, product samples, or augmented reality. Offer select discounts or limited-edition items to emphasize exclusivity.

Incorporating these elements can help create direct mail campaigns that resonate with Gen Z. Authenticity, personalization and sustainability are key to capturing this generation's attention.

## Did you know?

**Custom Packaging** is essential to creating a consistent brand experience. With so much riding on making a first impression, you can't neglect the packaging. Our team can work closely with you to create custom packaging solutions that meet your unique needs. We offer a wide range of options, including different sizes and styles, as well as a variety of finishes and ink colors.

Don't forget the inside of the package too! Many packages now include a hand-written card, a sticker, or other on-brand, personalized collateral piece. With so many options to choose from, we can help you create quality packaging that truly stands out and leaves a lasting impression with your customers.

Additionally, if you frequently require packaging orders, we can help streamline your process by setting up an online ordering portal. Turn to our team of experts to get started.



## 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.

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THE RHYTHM OF INTEGRATED MARKETING

## INSIDE

### Reaching Generation Z Through Direct Mail

### Why We Love Getting Physical Mail

In an age characterized by digital marketing, physical mail remains highly valued. The anticipation of opening mail triggers feelings of happiness, makes people nostalgic, and creates a personal connection, offering a significant contrast to the virtual world.

#### The Appeal of Print Mail

- **Tangible** – offers a physical experience
- **Emotional** – evokes a sense of excitement
- **Personalized** – custom messages and offers

#### Tips for Effective Print Campaign

- **Customization** – tailor your content to recipient interests, demographics and past behavior.
- **Design** – invest in high-quality designs that capture attention and reflect your brand.
- **Clear Messaging** – keep messaging focused.
- **Targeted** – ensure your mailing list is accurate and relevant.
- **Timing** – consider seasonal relevance and ideal delivery times.
- **Tracking** – use analytics to measure opens, click-throughs and conversions.
- **Measure** – check your ROI to reconcile costs and optimize future efforts.



**Grab Your Customers' Attention**

**Tap into the Marketing Potential Right Under Your Feet with Customized Floor Graphics.**

Sir Speedy can customize your space or surface to enhance branding and create a memorable impression.

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