Basically Business

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Signage Mistakes to Avoid

The signage you use in and around your business serves a variety of important purposes, from displaying essential information and helping customers find you, to reinforcing your brand. However, poorly designed signs can undermine your efforts. Below are common signage errors and how to avoid them.

Poor Location Choice
No matter how good your signs are, they will be ineffective if nobody can find them. Proper placement is crucial for grabbing attention, enhancing your brand and improving the customer experience.

Information Overload
Keep signs simple and clear. Multiple messages, fonts, or décor can overwhelm your audience and reduce impact. Opt instead for a more minimal approach like a strong logo or prominent company name.

Bad Font Choices
Fonts are key to your sign's effectiveness. Overly stylized or intricate fonts can be distracting or difficult to read, especially at a distance. Instead, choose classic, bold, non-serif fonts that stand out well.

Not Enough Contrast
Low-contrast signs are hard to read and don't serve their purpose. The words on your sign need to contrast with the surface or background they are on.

Choosing the Wrong Size
Finding the right sign size can be a Goldilocks situation: too small and it may be difficult to see your name or logo; too big and it might look unprofessional or unattractive.

Effective Signage for Long-Lasting Impact
Good signage gives customers a lot of information about your company. It shares brand information and details about your company and guides customers. Executed well, it also leaves a lasting positive impression.

Don't underestimate the significance of signage. Let us help you do it right.

Big Impact, Small Budget: Why Sandwich Boards Are a Delicious Marketing Choice

Sandwich boards, also known as A-frame signs, are a great tactic to add to your marketing mix. Despite having food in the name, they're not just for bars and restaurants. Any local or brick-and-mortar store can reap major benefits from sandwich boards, including luring new customers, alerting casual shoppers to special offers and deals, and branding your business.

Brief History of the Sandwich Board

Sandwich boards were the original mobile advertising unit. In the 1800s, it was common for a merchant to hire a man to wear two large signs and then stroll the streets, literally sandwiched between two boards. Charles Dickens referred to them as 'sandwich men,' and the name stuck. While sandwich men were mainly on foot, sometimes they'd ride through town on horseback.

As people started gaining mobility with cars and moving away from cities, sandwich boards gave way to billboards.

Today's sandwich board ads, supported on an A-frame, are printed on lightweight material that holds up to the elements and beautifully showcases full-color pictures.

A Good Sandwich Board Can Stop (Foot) Traffic

Even in today's digital environment, nothing beats the stopping power of an attractive sign, and that's what a good sandwich board does: it stands out and stops pedestrians. Sandwich boards are so versatile and effective they can be used in many industries. They are a natural choice for businesses in malls, shopping centers, or other locations with a good amount of foot traffic, but they have so many other uses:

- Helping real estate agents draw attention to their listings.
- Wayfinding at community events.
- Strategically positioned at tradeshows to draw participants to a booth or event.
- Showcasing in-store offers and promotions.

Lasting Impact

Sandwich boards can be produced quickly, easily and inexpensively, but they're not meant to be disposable! When properly cared for, they can last a long time. Because of their relatively low costs, sandwich boards are an excellent place to add creativity and experiment with messaging, while still reflecting your brand.

The Anatomy of a Direct Mail Campaign

In a recent study, PostGrid's[1] findings clearly demonstrate why direct mail remains a marketing go-to.

- Direct mail averages a 95% engagement rate.
- 70% of customers find direct mail more personal than digital.
- Nearly 47% of millennials visit a brand's website after getting their direct mail.

Run your own successful direct mail campaign using this guide to structure a good direct mail campaign.

Planning

Set your objectives and goals by determining the purpose of your mailer—customer acquisition, lead generation, remarketing or cross-selling—and the type of mailer you will send, postcard, letter, specialty mailer.

Audience

Prepare your list or data. If your list needs cleaning or de-duping, now is the time. If you are using your own database, consider how you will segment it to fine-tune your audience.

Offer

Your recipients will read your direct mail piece with one question in mind: "What's in it for me?" Your offer should match the needs of your audience: free trial, discount, limited time offer, free gift, etc.

Copy & Design

Make your piece stand out in the mailbox. Consider paper, fonts, a unique call to action, and a memorable design including stand out visuals. Your copywriting should be interesting, engaging and direct.

Work with a trusted partner like us to produce, print, prepare and drop your mailer at the post office for delivery to your audience.

[1] PostGrid.com, Direct Mail Statistics That Will Convince You To Invest In It

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| Did you know? |

Leave-behinds make your presentations more effective. A good presentation isn't complete without a high-quality leave-behind: a tangible folder or package that summarizes and enhances your presentation. Your leave-behind should be a well-organized, visually appealing, high-level summary of the meeting that includes details such as the date, time, purpose of the meeting and agenda; an overview of the topics discussed; info about your team; and anything else that connects your customer to the presentation experience.

Think print-first when developing a leave-behind since a printed piece makes a stronger impression than a digital file. This can include either a printed folder or a binder, and a custom-branded, reusable thumb drive with digital versions of your marketing materials, if you choose.

Get in touch today to learn how we can support your presentation and marketing efforts.

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

SIGNS • PRINT • MARKETING

INSIDE
**The Anatomy of a
Direct Mail Campaign**

An Introduction to Hyper-Personalization
Next Frontier in Engaging with Customers

Marketing personalization, like including the recipient's name in a mailer or email, has been the standard for grabbing a customer's attention and making them feel valued. But inevitable technology progression means we are already seeing a shift toward hyper-personalization using AI, machine learning, big data and analytics to get granular with customers and prospects. Hyper-personalization targets high-value customers more effectively, using thousands of data points collected from apps, cookies, purchase history and social profiles.

Hyper-personalization creates new opportunities and greater benefits than standard personalization including:

- Increased revenue.
- Improved customer journey.
- Reaching each customer where and when it will have the greatest impact.
- More meaningful engagements.

Using specific, relevant customer data lets you create highly relevant interactions that address audience needs in a specific moment and generate lasting loyalty.