



Basically Business

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Why Smart Companies **Never Stop Marketing**

It's universal: All companies experience slow times and busy times. Both periods often tempt business leaders to cut or temporarily suspend funds they've allocated for marketing. The rationale goes something like this: "It's really slow right now, so I should reduce expenses, starting with marketing. Maybe it's not working, anyway." Or, on the flip side: "We're super busy right now, and since we're doing so well, I could cut back on marketing and save a ton of money." While both reactions seem normal and justifiable, neither is particularly wise or good for long-term success.

Here's why: If you stop-then later resume-marketing, you risk losing ground (leads, opportunities, top-of-mind awareness) that must be regained with even more marketing. In addition, if you maintain

visibility when skittish competitors cut back, you'll automatically gain the edge and they'll be the ones playing catch-up when the turnaround comes. If you absolutely, positively have to scale back on marketing, invest your energy into other beneficial, no- or low-cost activities, such as networking, starting new alliances/partnerships, or reaching out to previous customers.

So what about the busy times, when marketing seems unnecessary? Keep doing it anyway. It helps businesses maintain awareness, generate demand, create brand preference, and grow, grow, grow. And that's why smart companies never stop marketing. It's best to think of marketing as a form of nurturing rather than a one-time fix to a particular problem. If you stop, you will eventually exhaust all the leads you've

previously earned and be left with whatever customer relationships you've managed to sustain. Sometimes, a marketing campaign can take time to produce results, but once it gains speed, the benefits are indispensable.

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How to Design Packaging

That Tells Your Product's Story

Today's marketers know their product's success depends on telling impactful stories that deepen customer connections. The visual and tactile elements around which your company builds its stories can either elevate or detract from the message. Nowhere is this more apparent than in packaging design.

Experts at Packaging Distributors of America identify five elements of packaging that send powerful messages to your customers. Consider these elements, and the story you want them to tell, to boost the selling power of virtually any product packaging.

The Emotional Story of Color

Research shows that color often drives emotional purchasing, particularly when it aligns with buyer values. If target customers value low price, for example, orange packaging reinforces product value. Conversely, black is a go-to color for packaging a luxury brand, while opting for a shade of blue emphasizes reliability.

Although personal preferences and cultural backgrounds play a part in how individual consumers interpret color, leveraging the psychology of color helps marketers reinforce a product's story.

The Branded Story of Quality

When it comes to quality, packaging communicates as much to potential buyers as the product itself. Packaging doesn't have to be expensive, but it should align with customer expectations. Incorporating a little bit of flair or some small novel details can turn generic packaging into something unique, distinctive and desirable.

The Perceived Story of Size

Empty space in packaging not only costs more, it also reduces perceived value. When a pint-sized product comes in a gallon-size package customers feel misled, even when they can see what's inside before they buy. Design packaging to fit the product.

The Moral Story of Sustainability

Be on the lookout for excess packaging that can alienate environmentally sensitive consumers. Sustainable packaging increases product appeal, especially among Millennials. While the price point on zero-impact packaging remains high, affordable solutions exist if you start with the right materials and prioritize thoughtful design.

The Practical Story of Usability

We've all experienced the frustration of trying to pry open those notorious plastic clamshells. When customers struggle with packaging it reflects negatively on both your product and your brand. The best packaging performs as expected and feels easy and effortless for the customer. Packaging has an important role to play in your marketing. Consider the story packaging should tell and invest in an appropriate design. You'll be rewarded with higher sales and increased customer satisfaction.



Better Lead Nurturing

How to Convert Strangers into Buyers



Lead nurturing is the care and feeding of relationships with undecided prospects (strangers) you wish to convert into paying customers.

It is an important and valuable practice that, when done well, improves close rates, boosts sales and increases revenue.

According to Forrester Research, companies that excel at lead nurturing generate 50 percent more sales leads at one-third the cost. Lead-nurturing emails get up to 10 times higher response rates than standalone blasts, says the DemandGen Report.

Marketing automation platforms can make the process easier by increasing the number of touches and the reach and frequency that you would otherwise have to do on your own. So, simplicity and agility are on your side. Using readily available data

such as social media interactions, website downloads and time spent on your site, send unconverted leads some value-added information that advances them toward conversion. Examples include a white paper, website or blog-post links, and access to webinars or other “exclusive” content.

Many businesses derive great ROI from low-tech, lowcost tools (like those we routinely create for them), such as postcards, direct mail letters, and the most personal method of all: the simple handwritten note (branded, of course).



Did you know?

Online Storefronts may be the best kept secret in integrated marketing. Why? Because they offer the power and flexibility to address a huge range of business demands—from managing marketing materials and campaigns to fulfillment and distribution. An online storefront helps resource-strapped companies overcome a host of daily challenges, all in a single, convenient, turnkey solution. For example, you can centralize ordering of material goods, produce marketing and printed materials on demand, personalize communications with one-to-one marketing, and control costs by consolidating material fulfillment and shipping. When you partner with Sir Speedy, we’ll take care of everything, from designing, building and programming your storefront, to integrating it with your website.

Get the powerhouse portal you shouldn’t be without. Call today to learn more.



 **marketingtango**
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, grow your business, and visit our website today!*

INSIDE

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Tips and Tricks for

Effective Direct Mail

We know. It's not as hip as social media or as glamorous as television. But the important thing to remember is that direct mail works. That's why it remains an integral part of any marketing campaign. So, the question is, how can you make your direct mail campaign more effective? Here are a few tips:

1. Help your mailer stand out by using an unusual shape or size
2. Use a teaser headline on the envelope to entice the reader to open it
3. Keep copy and paragraphs brief
4. Highlight customer benefits more than product features
5. Include a sense of urgency or a deadline in your message
6. Offer a free gift to increase response
7. Use bold colors and images to reinforce your message
8. Offer a free no-risk trial period
9. Mention your service area, whether local, regional, national or global
10. Include a call to action that tells your readers what you want them to do next



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.