



Basically Business

a monthly newsletter published by Sir Speedy

Signage Beyond the Wall **Five Benefits of Floor Graphics**

We all know the advantages of wall signage, but that doesn't mean we shouldn't take advantage of other placements. Attention-grabbing floor graphics are also opportunities for businesses to connect with customers and promote their messages. These versatile signs are an ideal addition to your marketing mix, whatever your mission or intent.

Here are five benefits of floor graphics for your business.

Grab Customer Attention. Although floor graphics have been popularized recently due to social distancing reminders, the ground remains a surprising location for other messaging. Bright and vivid graphics that catch shoppers' attention and pique their interest are likely to be remembered even when they leave your business.

Opportunity to Be Creative. Floor graphics are a chance for you to get

inventive with shapes, colors, images and messaging. Your floor graphics can be customized to match your business' style and personality. Go sleek and sophisticated or bold and brilliant. Include humorous messaging, important information, fun or engaging graphics or wayfinding directions. **Promote Your Brand.** Reinforce your brand identity or spread branded messaging with floor graphics. They may match your brand colors, fonts, logo, etc.; display award or achievements or feature newly available products or services, fun facts or other messages you would like customers to take with them.

Maximize Space. Make the most of your visible promotional space by taking advantage of floor graphic placement. Use high traffic areas like checkout lines or customer service queues to advertise.

Long-term floor graphics are made of durable materials, so these signs can be placed nearly anywhere.

Highly Cost-Effective. Floor graphics are also affordable. Manufacturing costs are low, and you or your team can place them without too much difficulty or the need for professional installers. Whether using temporary graphics or longer-lasting ones, Sir Speedy will help you create graphics that fit your budget.



Crafting A Successful Direct Mail Campaign

After more than 50 years in the business, we've seen that successful direct mail doesn't boil down to just one thing. It's a combination of variables that, crafted correctly, delivers the results you can take to the bank. The first order of business is identifying your campaign strategy. Then, follow the below tips for ensuring a successful outcome.

Strategy

- What's the objective of your direct mail campaign? End goals often include lead generation, customer retention or customer reactivation
- Have a purpose in mind. Introducing a new product or service? Announcing a special offer or discount?
- Know your target audience. Are they current customers or prospects?
- Will you use your own targeted list, or will you need to purchase one?

Design

- Incite curiosity with "lumpy mail" (something inside)
- Explore unusual shapes or sizes
- Stand out by using bright colors or interesting finishes (varnishes, metallic inks, etc.)
- Consider using a custom-designed stamp instead of an indicia

Messaging

- Mention your service area—local, regional, national or global
- Consider personalization to reinforce deeper engagement
- Create a sense of urgency with language, such as "available for a limited time"

Call-to-Action

- Clearly state the call-to-action, so your recipients know how to respond
- Offer a free gift to increase response

- Reward loyalty or encourage trial offers by giving customers a special purchase discount

Mailing

- Clean your list of invalid addresses by using "Address Correction Requested"
- Use stamps instead of metered mail for a better open rate
- Seed all mailing lists with your own address, so you will know when the mailing is delivered
- Consider using the USPS Every Door Direct Mail® (EDDM®) if you don't have a list

Sir Speedy marketing specialists can help you at every point on your direct mail journey, from strategy through mailing services.

Ready to get started? **Contact us today.**



Three Ways to Get Started: **Branding Your Small Business**



Even the smallest business needs a brand to connect with customers, communicate their values and establish their place in the market. While there are dozens of questions you will need to answer, to get started, take a look at the basics of your business and move forward from there.

Do Your Homework — Before anything else: research. Learn about your potential audiences, what motivates and resonates with them? Define your ideal customers and how you will solve their needs. Research your competition and how they position themselves.

Know Thyself — Perhaps you already have a clear idea of your brand and its details. If you don't, begin to define your brand identity by asking: how would you describe your company? What is your mission and values? What impact do you want to have?

Craft Your Story — Put together your brand story, including the origin of your business. Ask yourself what pain points you hope to answer. What does your brand believe in? Why did you decide that your business would solve those pain points? How does your brand relate to your customers?

Your small business brand is made up of countless parts that contribute to your success. These tips should help you get on the right path for establishing your brand.



Did you know?

Labels may seem rather small-ish at first blush. But the role they play in marketing, branding and employees' everyday experience may be bigger than you think. Labels are ubiquitous. Hard at work, every day, in nearly every aspect of your business. Marketers use the highly designed or variable-data variety for events, packaging and launching new products. Operations posts static clings to instruct and educate workers and alert them to danger. Logistics teams use barcoded pieces to monitor and replenish inventory. These and myriad other practical uses are why Sir Speedy offers a full spectrum of label, sticker and decal solutions in thousands of standard shapes and sizes, as well as custom configurations. By the sheet or on a roll. With quality ink and your choice of high-tech adhesives. Call a Sir Speedy label specialist today. After just one project, you'll stick with us forever.



 **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. Visit our website blog today!*

INSIDE

Three Ways to Get Started: **Branding Your Small Business**

15 Tips for **Holding Onto Customers**

While capturing new customers is essential for business growth, returning customers result in greater ROI and cost less to retain. Did you know that it can cost 5–25% less to hold onto an existing customer than to convert a new one? Keep your customers coming back for more by standardizing these practices:

1. Be authentic
2. Keep your promises
3. Be consistent
4. Nurture leads before and after conversion
5. Deliver outstanding service
6. Listen to your customers
7. Share free, interactive content through a newsletter or email series
8. Recognize long-time VIPs
9. Take time to track and analyze customer loss, how and when it happens
10. Don't lose sight of upselling/cross-selling opportunities
11. Set up a customer loyalty program
12. Provide exclusive, no-strings-attached offers
13. Set up a dialogue with customers on social media
14. Treat customers how you'd like to be treated
15. Surprise and delight customers where possible



QUALITY SIGNAGE, INSTANT VISIBILITY.

#1 Bestseller
Delivers
Goosebumps

THE SLIPPERY SLOPE
BY ROARKE STEELE

Make a lasting impression

- Wayfinding directionals
- ADA compliance and safety
- Branding and promotions

COUNT ON SIR SPEEDY TO ENSURE YOUR SIGNS MEET REGULATORY SPECIFICATIONS.