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Business 2 Business

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Is This the Year for Personalization? Get Ready to Dive in With This Quick Guide

No doubt you've heard about the benefits of effectively targeting customers using marketing personalization, but do you know what that means or how to do it? Let's take a look!

What is Personalization?

It used to be that marketing outreach could be generic and passive, but not anymore. Today's campaigns must encourage personal connections with individuals. They should reach out to customers using content that incorporates who they are, what they like, think and want.

Businesses like yours leverage the data you have accumulated on your customers. Much of this can be supplied by your customers through surveys or forms that

you generate and they fill out in exchange for discounts or other rewards.

Why Get Personal?

The more personal and relevant your message is, the more likely your customers are to act. Personalization allows for businesses to build relationships and cultivate loyalty with consumers. Providing personalized recommendations and making it easy to find what they want encourages customers to come back to your products and services, again and again, trusting that you will continue to offer them valuable information and recommendations.

How Do You Personalize?

Analyzing your customer data is the key to personalization. You will be able to find

nuggets of information that can influence your next outreach campaign, such as job title, age, and which of your past messages have resonated with them. Employing AI and machine learning technologies allow your business to identify relevant customer information from collected customer data. It can also help inform display and retargeting ads, influence content shared with site visitors, and personalize chatbot conversations and social media messaging.

Ultimately, personalization helps you become more customer-centric, encouraging engagement, enhancing response and boosting sales.

Color on The Web Its Many Shades of Meaning

Content Is King

You've heard it declared ad nauseam. And no marketer worth his salt would dare to disagree. But what about other equally royal elements that comprise the user experience? Can his highness spare a little love for, say...ingenious use of color?

The Eyes Have It

Human beings are visual creatures. Buyers are human beings. Therefore buyers are visual creatures. Not convinced? Witness the explosion of web-based video. People seek out visual cues and information, and in web development, the use of color matters greatly.

Color expert and visual survey guru Paul Veugen drives this point home beautifully in an article for Website Magazine. Veugen exhorts marketers to remember the emotional and behavioral sway color holds over users. "Colors on the web can make a

design interesting and appealing, catch our attention and help us differentiate between brands and products—even influence what we think of them," Veugen says.

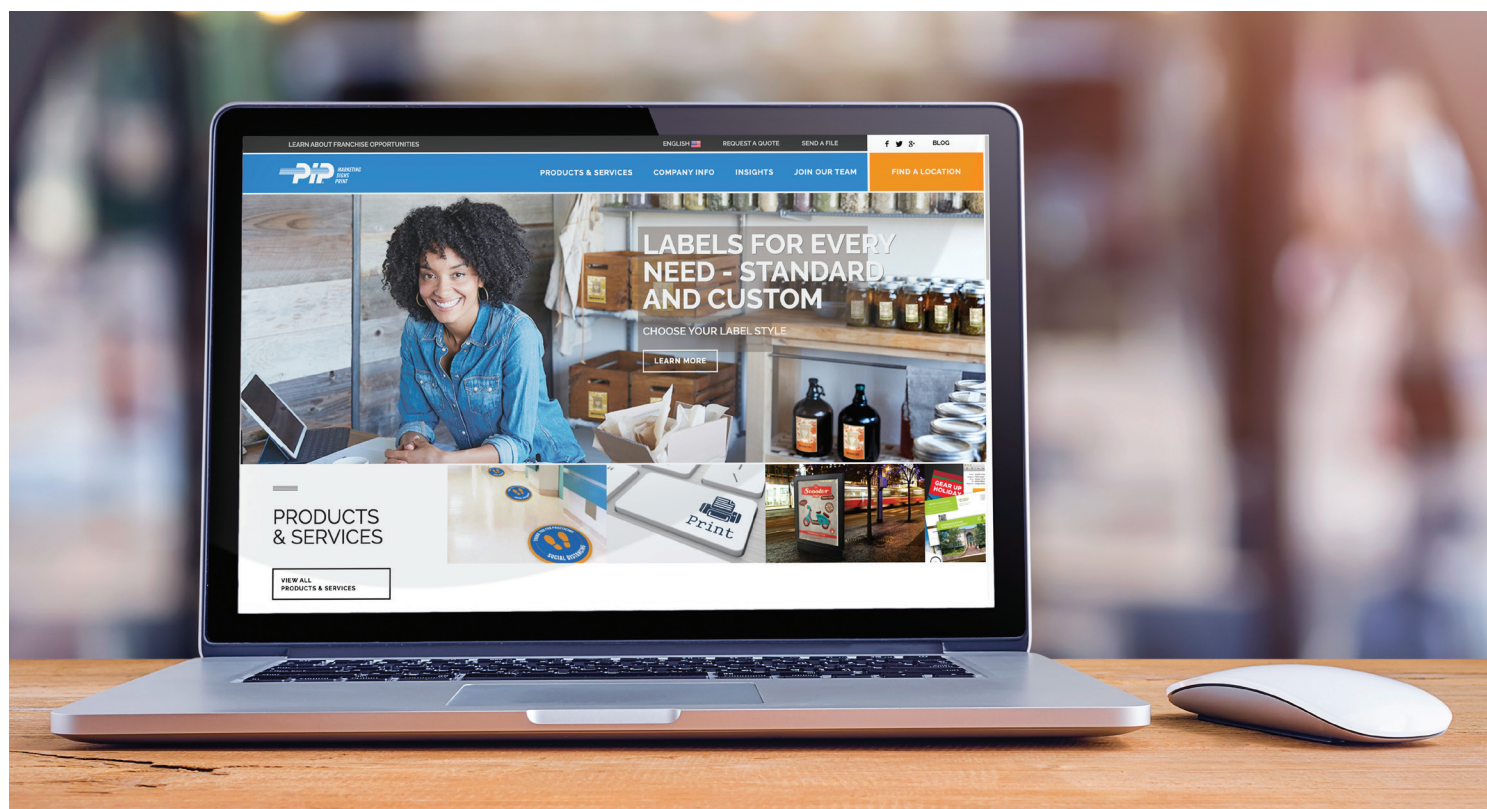
His list of six "semantic" color levels provides an insightful framework that helps explain color's meaning and context. *Before* using or choosing color on the web, remember that every color has:

- **Psychological meaning:** Which is based on personal experiences and preferences (not always rational) capable of arousing a full range of emotions.
- **Symbolic meaning:** Human beings also associate colors with experiences. Colors become symbols of things we've done or seen, such as red-white-and-blue and the Fourth of July.
- **Cultural context:** A biggie for international marketers. In the West, for example, white symbolizes purity and goodness (think wedding dress), whereas in Asian culture, white stands for death.

- **Political meaning:** Red state, blue state...need we say more?
- **Traditional meaning:** Green is the color of money, red is the color of blood. Blue food? As George Carlin would tell you, there isn't any.
- **Creative context:** Here, Veugen refers to how color's function, significance and visual impact change when used in combination with other colors.

The Perfect Pairing

The proper use of color (paired with killer content, of course) keeps customers coming back. Too much, too many, or shades that are out of sync might frustrate users and squelch conversions.



Virtual Events

are **Here to Stay**



The event industry lost around \$30B in 2020, according to Pollstar. Safety restrictions on crowd sizes and distancing put a halt to face-to-face interactions but led to a subsequent boom in virtual events.

Even as live events will inevitably return—in late 2021/early 2022, according to Break the Ice Media—most event planners are predicting that virtual events are here to stay.

Some of the digital experiences developed during the pandemic will remain in demand post-pandemic, leading to new opportunities for event organizers.

Events Will Look Different

Virtual technology has been advancing and was beginning to become a part of event planning anyway (VR,

social media, live streaming, virtual applications), so we will see more of those innovations.

Benefits to Virtual Events

Virtual events will attract more attendees due to reduced admission costs. They will also boost web traffic, increase attendee engagement, allow organizers to recruit significant keynote presenters and workshop leaders, make greater program investments and foster global connections.

The Future: A Hybrid Model

Once it is determined safe to hold in-person events again, we will likely see a hybrid model emerge that includes local, small live and digital offerings. Virtual offerings that promote engagement and interaction will replace traditional webinar and video options, strategically enhancing events.

Did you know?

Printing and Copying Services may be easy to take for granted. But, please don't. When done well, they can help your company look even more polished and professional, while connecting with audiences in a creative and eye-catching way. Have an important meeting, presentation or marketing push coming up? Let PIP help you make it great with a flexible, affordable solution that achieves your objectives and brings your strategic vision to life. For simpler communications, we make traditional black-and-white and color copying quick, easy and affordable. We can also augment these traditional standbys with an impressive array of other quality output options, driven by high-end technologies ranging from offset and variable-data digital printing, to large-format and wide-format. Bottom line: tell us your challenge and we'll take care of the rest.



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INSIDE

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Tips and Tricks:

Big Data Isn't Just for Big Companies

Any company that runs marketing campaigns is continually generating new customer data through social media, email, website forms and activities, calls, etc. Understanding what to do with that data is essential to gaining valuable customer insights and making strategic business decisions.

Here are three ways small businesses can get the most out of big data.

Track Your Leads. Track where leads come from to discover which platforms are most effective and where you should be spending.

Use the Best Tools. Use analytics tools to understand customers and make smarter decisions. Gather detailed data on your campaigns, as well as context for that data. This helps you develop more effective future campaigns.

Know Your Competition. Do online research to discover more about your competitors'. See what customers are saying about them (and you) on social media.



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