



# Business 2 Business

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## Swag for All Seasons: A Guide to Planning Promotional Items

Season after season, there's one thing that never goes out of style: good swag! Although a high-quality promotional gift works 365 days a year, we still encourage you to consider the hallmarks and events of each season when you're planning your promotional products for a new year.

Here are some seasonally inspired ideas:

**Winter:** 'Tis the season to gift practical items to help recipients get through the cooler months. These include products such as branded knit beanies, scarves, jackets and hand sanitizers—always useful in the cold-weather months when more time is spent indoors.

**Spring:** For many, spring means a return to outdoor sports. Late spring is also a popular time for graduations and weddings, which may give rise to personalized, event-

specific items. Spring-influenced promo products include baseball caps, umbrellas, rain ponchos, T-shirts, and clear purses or bags that can be carried into large sporting or concert venues.

**Summer:** Summertime and the living is easy. Give swag that encourages enjoyment of the season's pleasures. The options are endless, but some of the more popular offerings include beach towels or festival blankets, pool toys, visors, water bottles, sunscreen and sunglasses.

**Fall:** Fall means back to school (and back-to-school sporting events), cooler temperatures and the run-up to the holiday season. Some good swag options for this time of year include blankets, stadium-seating cushions or folding chairs, sweatshirts and hoodies, branded mugs and tumblers, and scented candles.

While it makes sense to apply a seasonal lens in choosing promotional products, the truth is many items have evergreen, year-round appeal. These include branded photo frames (both analog and digital), tote bags, pens and stationery, luggage identification tags, tech tools and more.

We have thousands of items to fit a range of price points. We'd love to discuss how we can help you create standout swag—contact us today! Give us a call to discuss ideas.



# WeDo™



## Branding: More Than a Logo

A brand is so much more than just a logo and a social media account: It's the sum total of all the experiences the public has with your company. While your visual "look" is a key component of your brand, there's much more to a brand than just looks.

As integrated marketers, we sometimes talk about "brand" and "branding" interchangeably: You might apply your company's branding to a brochure or webpage, and you might look at your marketing materials to ensure your brand is communicated clearly.

But your brand isn't just your branding. A brand is really your business personality, an outward expression of who your business is—and not just in terms of your products and services, but a brand represents something more complex and meaningful.

So while a logo and color palette are essential parts of your visual identity, your brand is something much bigger. Here are several hallmarks of a strong brand:

**Consistency.** The impact of a well-conceived and consistent brand is cumulative. Each interaction people have with your brand, and every time they're exposed to your brand elements and messaging, its strength is reinforced.

**Recognizable.** Your brand needs to stand out and be identifiable to your core audience. Some of this comes from visual identity—and, if you make packaged or labeled goods, ensuring that each product looks like it comes from the same family.

**Powered by purpose.** Your brand should all add up to a reason for being. And it's not just about consumers, but a brand also represents your promise to employees, business partners and other key stakeholders. Is your purpose reflected in your brand?

Now, let's talk about your branding. Even with these other considerations, your visual identity is still a significant part of your brand. Do your color palette and graphic elements accurately portray your brand in the best light? Is your logo still helping your brand stand out in the marketplace? Does it reflect who you are as a company today? Let us take a look. Our artists and designers can make recommendations to help you refresh and elevate your brand.



## 5 Tips to Improve Email Deliverability



Email deliverability reflects your success at sending email that arrives in a recipient's in box instead of their spam folder. Whether you've noted a dip in open rates, or find yourself blacklisted for spam, you may need to adjust your email strategy.

Follow these five tips to safeguard your email reputation.

✔ **Clean lists.** Regularly clean and purge your email lists. Cut the dead weight by pruning inactive, disengaged or deactivated contacts and hard bounces that are dragging down your deliverability rates.

✔ **Rethink subject lines.** Subject lines determine whether users open your email. Avoid automatically triggering filters by focusing on catchy, intriguing language that communicates value without sounding like spam and turning off your audience.

✔ **Segment lists.** Don't send bulk emails to everyone on your lists. Improve the chances of getting read by sending personalized, relevant content to a subset of your audience likely to read it.

✔ **Use double opt-ins.** Use a double opt-in confirmation to verify your list. Send a follow up email to those who joined your mailing list for confirmation and guarantee that only valid emails go into your database.

✔ **Sender names.** Be consistent with the names used to send emails. Don't send from multiple names or accounts. Try using your brand name or the name of the person preparing the emails.



## Did you know?

For many businesses, trade shows, expos, conventions and other business events are vital to their bottom line. With so much riding on these annual and semiannual occasions, it's imperative to work with a creative partner who understands what is at stake.

From pre-show to post-show activities, depend on PIP for all your event marketing needs—everything from print collateral and signage to promotional products.

Start with a direct mail and email campaign then add on just the right signage to turn all eyes on your business, providing you with opportunities to engage consumers in the sales conversation.

PIP has been in the business for more than 50 years and offers prime access to experience and expertise you can leverage to great effect. We also provide a comprehensive array of products and services, which streamlines the process and enables you to work with just one partner. Smart all around.



## 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.



## INSIDE

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## Event Industry Stats Signal Rebound

There's no question that 2020 and 2021 were rough for the events industry. Fortunately, 2022 was a year of recovery and resurgence.

If you're looking for reasons for optimism about the events business, consider these recent industry stats compiled by TrueList from industry sources.

- The events industry will grow to \$1,552.9 billion by 2028 (Allied Market Research)
- 97% of media marketers consider live events to be crucial (Bizzabo)
- 95% of marketers believe that in-person events can help achieve business goals (Bizzabo)
- 80% of event marketers say they create a more purposeful experience with their events than they did two to five years ago (IACC)
- The U.S. party planning market is valued at \$3.2 billion (Ibis World)
- 85% of marketers see sponsorships as a priority (Splash That)
- Nearly 40% of event planners state that social media exposure is a key metric of event success (Skift Meetings)
- 90% of Fortune 500 companies are using 1+ video platforms (UC Today)
- 58% of marketers use social media to promote before, during and after events (Skift Meetings)

## Keep Your Business Top of Mind



## Use Promotional Products to Increase Leads and Stand Out Among Competitors.

Partner with PIP for all your promotional product needs to give customers and prospects something to remember you by.



# WeDo