

Sleep. Eat. Ride.

Dear Adam, Get a jump on your holiday season with the newest line of bike gear from Altos Precision Components.

Buy now and get a FREE pair of gloves with any purchase of \$50 or more!*

Scan to Order Online!

*Good while supplies last. Limited time offer.

ALTOS
Precision Components

2109 Colfax Ave. Ste 200,
Denver, CO 80201

PAID
Permit No. 2024
Lansdale, PA

JULY 2024

pip Marketing Signs Print

Adam and Cynthia Hope
2410 Cabot Rd.
Laguna Niguel, CA 92677

Business 2 Business

a monthly newsletter published by PIP

How Programmatic Direct Mail is Changing the Game

Have you ever wanted the engagement, trust and longevity of direct mail with the convenience, accessibility and analytic capabilities of email? With programmatic direct mail (PDM) you can have the best of both worlds!

What is PDM?

Almost the reverse of standard direct mail, programmatic direct mail is triggered by actions that customers take online. Data-driven and automated, once a consumer visits a tagged site online (social media, website, etc.) or engages in certain designated online behaviors, marketing automation software is alerted, and a pre-designed direct mail piece reflecting their online interests is printed and mailed to them in near real-time.

Benefits of PDM

Boosted conversion rates – consumers receive a mailer from a recognized brand (yours) they have already expressed interest in online.

Combines online and offline marketing strategies – leads to greater engagement, reaches a broader audience, and the result is greater than the sum of its parts.

Targeted recipients – only clients who have acted receive the personalized messaging.

Reach younger demographics – PDM allows brands to reach millennial and Gen Z audiences who spend most of their time online but are influenced by direct mail.

Higher open rates – if sent first class, recipients are more likely to open PDM, while postcards about topics they are already interested in will stand out.

PDM is relatively simple to set up and works for many companies because it can be completely automated. As a part of your overall, integrated marketing strategy, you can easily launch targeted, triggered direct mail campaigns that result in highly effective ROI for brands.



WeDo

Elevate Your Promotional Products Strategy

As brands look for new ways to engage with customers—or for ways to enhance existing outreach methods—a tried-and-true method stands out: the use of promotional products. But rather than continuing to hand out the same types of items they always have, today's marketers can elevate their promotional products strategy with the tactics detailed below.

Why Promotional Products Work

We are so accustomed to a digital-first world that it can be easy to overlook the power of physical branding. Promotional items invite interaction, provide long-term brand exposure and generate brand recall. If included in a multichannel marketing campaign, they can be used to complement online campaigns, tradeshow booths, direct mail or other outreach methods.

Embracing Sustainability

Eco-friendly promotional products send

a strong message about your brand's commitment to the future, by connecting to a wider audience and enriching your brand. Incorporating green products into your marketing mix appeals to eco-conscious customers committed to the use of recycled and organic materials. Even for those who are not strict adherents to eco-consciousness, their use enhances your brand image by painting a positive picture of your brand as responsible and forward-thinking.

Incorporating Innovative & Interactive Technologies

Tech-powered promotional items offer interactive experiences for your audience, boosting engagement and creating a lasting experience. Items like these serve practical purposes but can also increase your brand's visibility if thoughtfully selected. Everyone wants to share the exciting new technology gift they received on their social media channels.

Personalization

Tailoring promotional products to the target audience creates more meaningful connections. Promotional items that have been uniquely personalized to your consumers demonstrates that you care about them and encourage a stronger relationship. Consider adding names, initials or custom messages for your customers.

Promotional products remain a powerful tool for building connections with your customers. By strategically selecting products that meet the criteria outlined above, you can transform them from mere giveaway items to valuable brand extensions.



Small Budget, Big Impact

Tips for Delighting Event Attendees
Without Breaking the Bank



The face of events has changed, with shows and conferences now judged largely on attendee experiences instead of registrations or conference size. Unfortunately, due to budget cuts, some brands are worried that creating effective attendee experiences is simply out of reach. The good news is that it is possible to delight attendees without breaking the bank.

- Consider low-cost activities like workshops, Q&A sessions or trivia games.
- Encourage users to take and share photos and hashtags that you can feature on a screen.
- Offer discounts or promotions to those who engage with your staff.
- Show attendee appreciation through social media recognition or post-show recap emails.
- If your budget stretches to promotional materials, consider affordable items for a select audience.

A memorable and engaging event doesn't have to be expensive. Tap into your creativity and leverage low or no-cost platforms for pre-show and on-site promotions. Above all, attendees will remember excellent customer service and personalized attention; ensure that your staff is ready to surprise and delight attendees, engaging as they educate.

Here are some tips:

- Build anticipation about an event using low or no-cost tools such as online polls, contests and social media.
- Use email to communicate important event highlights. Integrate eye-catching images and fun giveaways or contests.
- Make your space memorable and welcoming by refreshing decorations you already have and supplementing with low-cost items like banners or balloons.

Did you know?

Tradeshows and Event Marketing Support are essential for sales growth success, whether your strategy includes dozens of annual events or only a few. However, relying solely on internal resources to support event marketing can be costly, frustrating and time-consuming even counter productive. That's why businesses turn to us. We offer unmatched strategic and tactical support, before, during and after your events—through a full suite of services that helps you control costs and maximize returns. Draw more traffic with a highly targeted email or direct mail campaign. Attract and educate information-hungry show-goers with professional quality flyers and brochures. Wow them with brand-boosting booth graphics, promo items and more.

Our event-marketing team supports you every step of the way with world-class products and programs that let your brand shine every time.



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.

 **marketing tango**
THE RHYTHM OF INTEGRATED MARKETING

INSIDE

Small Budget, Big Impact

Tips for Delighting Event Attendees
Without Breaking the Bank

Is Microblogging for You?

Are you looking to build your brand online or connect with prospective audiences but struggle with limited time for content creation? Microblogging may be the solution!

Microblogging is the practice of sharing bite-sized content for short attention spans. Forget lengthy blogs or dense articles. Think: short, focused and relevant content offered in real- (or near-real) time, especially covering live events, viral topics and multimedia content without a lot of copy.

1. Choose a platform – Instagram, X, Tumblr and Medium are the top sites for microblogging.
2. Create a compelling profile – grab user attention with your picture, bio, username and layout.
3. Write engaging, shareable content – have a niche, mix-up content, post regularly and emphasize quality over quantity.
4. Interact with your audience – join conversations, respond to comments and messages, run contests or giveaways.
5. Track your performance and continuously improve your content.

Keep Your Business Top of Mind



Use Promotional Products to Generate 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