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PIP MARKETING
SIGNS
PRINT

Business **2** Business

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Why You Need ADA Signage

The Benefits of Serving ALL Customers

Sixty-one million adults in the U.S. live with a disability. This means that it's in the best interest of your business to embrace and communicate your compliance with the Americans with Disabilities Act (ADA) through proper signage.

Here are several compelling reasons to ensure your business adheres to ADA guidelines.

It's the law

The Americans with Disabilities Act (ADA) of 1990 made it federal law for businesses to make accommodations for visitors with disabilities. Business owners must install both interior and exterior signs indicating compliance, in addition to following specific guidelines for height, location, font, font size,

symbols, finishes and color contrast. And if you live in California, you must follow some of the strictest ADA signage requirements in the country.

Inclusion matters

Disability signage welcomes all guests and visitors, making them feel respected and valued. While it may require extra effort, the consideration you show to your customers will not go unnoticed or unappreciated. From the parking lot or front door, your signage will guide people through your store or business.

Creating a truly inclusive environment indicates that your business is happy to serve people of all backgrounds, ensuring that nobody is left out or feels unwelcome.

Grow your audience

Your commitment to inclusive signage also helps your business stand out and attract new customers. Moreover, your guests with disabilities will express their appreciation through their loyalty and referrals.

By 2030, more than 71 million Baby Boomers will be over 65 years old and may need to take advantage of the types of accommodations available under the ADA. This enormous market could include your future customers.



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 for 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?

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

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

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

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"

PIP 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 at pip.com**



4 Reasons Your Business Needs Integrated Marketing



While marketing is the promotion of your business or service, if you're only doing it on a single channel or platform, the odds are that your audience will forget it quickly—if they even see it! But with integrated marketing, your message is coordinated across multiple platforms, increasing the likelihood your target audience will see it and take the desired action.

1. Build brand recognition.

Your ideal customer is more likely to remember, recognize and trust your brand if you share your message regularly across multiple channels (social, digital, print, PR).

2. Reach a larger audience.

Using a variety of channels to spread your marketing message allows you to target a broader audience with more interests that align with your business.

3. Maximize ROI.

Consistent messaging across platforms will make your campaign more effective. The more that customers experience a unified, focused story or reason to buy, the better return you'll have on your marketing dollars and the greater your sales will be.

4. Save money.

By reusing the same images and adapting your message across multiple campaigns and channels, you'll save time and money by not developing multiple versions of graphics, copy, photography, video, etc.



Did you know?

Signage solutions from PIP reflect the proven expertise of seasoned creative professionals who have mastered design and production and understand how to effectively integrate signage into your overall marketing strategy. Want to do more with signs? Come to us and let your imagination go! We've helped marketers develop attention-grabbing solutions for windows, walls, floors—even service and delivery vehicles. We're your go-to source for colorful, eye-popping wraps that turn your mobile fleet into 24/7 marketing billboards. Of course, posters, banners and yard signs are only part of PIP's comprehensive marketing support.

Share your business objectives with us and we'll help you design an integrated, multi-channel campaign, complete with professional quality promo products, online storefronts, direct marketing and more.



GET INSPIRED! Need ideas or inspiration?

Check out our website blog and resource center for articles, tips, insights, case studies, whitepapers and more to help with your integrated marketing efforts.

INSIDE

4 Reasons Your Business Needs Integrated Marketing

6 Web Design Trends for 2022

Technology changes fast and your website needs to keep pace. The following are six top web design trends for 2022, according to digital marketers and web designers:

- 1. Dynamic content.** Progressive content that changes as users return to your site a second or third time using the same browser.
- 2. Improved accessibility.** Website design that creates a better user experience (UX) for disabled viewers.
- 3. Micro-animations.** Animation that guides users around or through your site for a better UX and doesn't slow your site like video does.
- 4. Thumb-friendly mobile navigation.** Mobile design optimized for scrolling and reaching the menu, navigation bar or contact buttons easily with a thumb.
- 5. Dark mode.** Cool and trendy, dark mode uses a low-light user interface (UI), usually black or gray, as the primary background. A more accessible alternative to traditional color templates, it reduces eyestrain and highlights on-page content.
- 6. Mindful design.** Clean design with generous white space that doesn't overwhelm users.

**Make Yourself Seen.
Then Make Your Move.**



Maximize Trade Show and Event Marketing ROI with an Integrated Campaign for Your Next Business Gathering.

PIP will help your business make the right impression from start to finish.

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