

Business **2** Business

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QR Codes are Bringing New Benefits to Direct Mail

How to Use Them to Enhance Your Campaign

Once a clunky add-on to direct mail, Quick Response (QR) codes have experienced a resurgence. The QR codes of today are leaps and bounds beyond those of just a few years ago.

QR codes once required a dedicated reader app and could only send recipients to website pages that were not optimized or mobile-friendly. Now QR codes are easily read by smartphone cameras, bridging the gap between physical and digital campaign tracking and presenting marketers with new outreach opportunities.

Tracking. While direct mail continues to perform, users cannot follow recipient actions after receiving a piece the way they can with digital marketing platforms. QR

codes allow marketers to link to a URL, communicate geographic coordinates, and share images and text. Marketers can track traffic to a URL embedded in a QR code and see user data such as location, time and date of the scan. They can also review customer engagement and sales following the scan.

Flexibility. Today's QR codes serve different purposes depending on your marketing goals, which may include:

- **Drive website traffic.** Use a QR code to send users to your website, product or service page, landing page or a data collection page to begin to move them through your sales funnel.
- **Download your app.** Connect users to your app. Allow them to connect with

your company, find instructions or retrieve other important information with the code.

- **Get coupons and discounts.** Direct users to your company's discounts or coupons. You can even put limited time or single-use parameters on the discount.

Augmented Reality. This new capability allows users to scan a product's QR code to see how it would look in their home or office. Include this data in the code for an entirely new customer experience.


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Seven Tips for Effective Email Subject Lines

There's a war for attention taking place in the inbox of your customers and prospects. How can you cut through the clutter and get your email read? Consider these suggestions for crafting better subject lines that will boost open rates:

1 Make a compelling offer

Most recipients scan their emails to get a quick sense of which ones are worth their time. This is not the time or place to be coy. Communicate a specific and compelling benefit or offer in the subject line and aim to appeal to the reader's self-interest. Recipients who open the email are more likely to have a genuine interest in what you're emailing them about.

2 Create a sense of urgency

Motivate recipients to act now, not later, by using action-oriented verbs at the beginning of the subject line, combined with an urgent call to action (e.g., "Act now: This first-time offer won't last long").

3 Understand that less is more

Long subject lines may get cut off, especially when read on mobile devices. Marketing experts recommend using subject lines with about nine words and 50 to 60 characters.

4 Get the number advantage

Using numbers in subject lines (e.g., "5 reasons you may need better signage") tends to boost open rates. Readers are naturally drawn to numbered lists because they create curiosity and are easy to scan.

5 Use a familiar sender name

While not technically part of the subject line, readers tend to scan the sender name and subject line at the same time. Most people are hesitant to open email from unfamiliar senders, so make sure your name or business name is clear in the sender field.

6 Create some controversy

Shocking or controversial subject lines can grab attention. An example might be, "This common mistake can sink your business."

7 Consider your options

Although subject lines should be concise, this doesn't mean you can dash them off in minutes. Because you have fewer words to work with, each word must count. Write multiple subject lines (as many as 10) before deciding which to use. You may even want to do some limited sample tests to see how different subject lines perform. Make sure to continually review your open rates after an email campaign to gain insights and fine-tune your approach.



3 Ways Your Exterior Signage Helps Customers Find You

Follow Our Tips to Customize Your Outdoor Signs



Without good exterior signage, customers won't be able to find your business or buy from you. It is often the first introduction most customers will have to your business, so how can you ensure that your signage attracts and motivates your customers?

Colors. One way to customize your signage is with color. Many businesses select colors consistent with their branding. Some choose bold colors that pop without clashing. Others prefer high-contrast colors that attract attention as people walk or drive by such as black and white or other strong color combinations.

Location. Think of all the ways people will encounter your business and where you could logically place your signs. If most of your customers walk or drive past your location, a sign may

be most visible placed just outside your store, including in or on windows, or by a shopping center entrance.

Lighting. Lighting your exterior signs provides 24/7 visibility for your business. It elevates your signage, continually advertising your business after dusk and on cloudy or inclement days. While there are many options to choose from, lighting your exterior signage is a cost-effective, customizable and effective way to shine a light on your business.



Did you know?

Online Ordering Portals may be the best kept secret in integrated marketing. Why? Because they offer the power and flexibility to address a huge range of business demands—from managing marketing materials and campaigns to fulfillment and distribution. An online ordering portal helps resource-strapped companies overcome a host of daily challenges, all in a single, convenient, turnkey solution. For example, you can centralize ordering of material goods, produce marketing and printed materials on demand, personalize communications with one-to-one marketing, and control costs by consolidating material fulfillment and shipping. When you partner with PIP, we'll take care of everything, from designing, building and programming your storefront, to integrating it with your website.

Get the powerhouse portal you shouldn't be without. Call today to learn more.



GET INSPIRED!

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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

3 Ways Your Exterior Signage Helps Customers Find You

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15 Tips for Keeping Customers

While capturing new customers is essential for business growth, returning customers account for greater ROI and cost less to retain. Did you know it can cost anywhere from 5% to 25% less to hold onto an existing customer than to convert a new one? Keep customers coming back 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 newsletters and emails.
8. Recognize long-time VIPs.
9. Track and analyze customer loss to understand when and why it happens.
10. Don't lose sight of opportunities to upsell and cross sell.
11. Set up a customer loyalty program.
12. Provide exclusive, no-strings-attached offers.
13. Establish a dialogue with customers on social media.
14. Treat customers as you would like to be treated.
15. Surprise and delight customers whenever possible.

Grab Your Customers' Attention



Tap into the Marketing Potential Right Under Your Feet With Customized Floor Graphics.

PIP can customize your space or surface to enhance branding and create a memorable impression.

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