

Business **2** Business

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5 Best Practices for Boosting Drip Campaign Effectiveness

Drip campaigns nurture customers, convert followers or deliver personalized content to onboard, retarget, launch a product or service, or provide follow up. Take email marketing to the next level with automated emails connecting you to clients and prospects and empowering them to act.

Use these five best practices for building a drip campaign, curated from the latest email industry guidance.

Do your due diligence

Review your campaign goals, identify your audience, determine how many email touches to include in the campaign sequence and know what success looks like.

Segment your list

Segment your lists for higher conversion, personalization and to ensure you reach

a receptive audience rather than blasting unsought information to your entire database.

Schedule emails

Customers want to hear from you when it's timely for them. Emails should deploy gradually to avoid overwhelming recipients so you may need to experiment with frequency.

Create personalized content

Drip emails should be tailored to your audience. Provide details, statistics or customer success stories that help tell your story. Engagement occurs when messaging aligns with customer needs.

Testing and refining

Results take time, so carefully evaluate what works and what doesn't and readjust as needed. Mix and match design and

content elements and use data like open and clickthrough rates, engagement or sales to refine your campaign.

When executed properly, email drip campaigns can be a huge asset to your bottom line. According to industry statistics, open rates on drip campaigns can be 80% higher with clickthrough rates that are three times higher. That's a lot of opportunity waiting to happen!



WeDo

What's In a Typeface? A Primer in Typography for Non-Designers

If you're not a designer, you probably don't think much about type. But you should!

When type is done right, it's almost invisible: you can easily read a sign, menu or webpage and don't spend much time thinking about the type. But when type goes wrong, it's almost like a record scratch.

A clunky, poorly selected font that's either too small or too crowded can tank an otherwise attractive design. Not to mention, if your audience has to work too hard just to read it, they may just give up. Good typography is essential!

So whether you want to add value to your team or you're a one-person integrated marketing department who has to write, design and distribute marketing communications, we've created a simple guide to understanding the basics.

Serif vs. sans serif: What's the difference and why it matters

Serif is a fancy way of saying added strokes or decorative lines on a letter. The serif actually creates more recognizable shapes on a page so words can be read more quickly, making serif fonts ideal for print—but not so great for digital media. Times New Roman, Garamond and Bodo are a few timeless serif fonts.

As you probably remember from your high school French class, *sans* means without, so **sans serif** fonts are designed without those extra touches.

Choose a sans serif font for a more modern look and to improve readability on web pages, emails, and any other digital or social content. Helvetica, Futura, Arial and Grotesk are a few examples of versatile, sans serif font families.

Choosing a typeface

What about something radically different, you say? "Fad" or novelty fonts can be a bad idea for several reasons, including the fact that they can make your pieces look dated or amateurish. Moreover, unusual typefaces may not always render correctly and may be tough to pair with a traditional font.

We can't emphasize this enough: The first priority of your text should be readability. Fonts can convey a distinctive look, but if you want to make a bold statement, that's what your brand's color palette and library of visual elements are for. When choosing a type, select a tried-and-true classic, such as those mentioned above.



Video Marketing Trends for 2023



Video can break through endless social media scrolling and capture users' attention. More than half of consumers indicate they engage with brands that use video content, grateful for the opportunity to engage substantially.

Consider these statistics about video preferences:

- 68% of consumers prefer watching videos to learn about products and services
- 84% of buyers have decided to purchase a product after watching a brand's video
- 80% of consumers buy software or an application after watching a brand's video

While video does not replace other marketing methods, using it as part of your mix helps better cover your bases when reaching prospects.

Using video in your marketing

Below are three video trends you can use to enhance your marketing strategy.

Live video—Hook viewers three times longer than with prerecorded videos and produce six times more interactions. Consumers feel that live videos offer a more authentic experience and add a human touch to digital campaigns.

360-degree video—Allow viewers to see your product or service in action and create immersive experiences. Give prospects greater control over learning about your company by virtually testing out products, taking a tour of your facility or seeing how a product is built.

Explainers—Instructional, informative videos make excellent teaching tools. Educate your audience with how-to and behind-the-scenes content, teaching instead of selling so viewers are more likely to watch to gain insights, strategies or knowledge—and then seek out your products or services.

Did you know?

Integrated Marketing, a proven, time-tested strategy, takes a unified approach to distributing brand messaging and imagery across multiple traditional and digital channels. But being successful hinges on this: partnering with a provider that has both print and digital chops; and making sure campaign elements adhere to the 4Cs of execution, remaining cohesive, consistent, continuous and complementary, from the first mobile eblast to the last direct-mail brochure—and all the signs, banners and website integration in between. But don't entrust your growth to an all-print or all-digital approach. Integrated is the only way to go. It's like shifting your marketing out of cruise control and punching it into hyperdrive.

Call PIP today. Let our multi-channel marketing pros help you strategize, design and launch an integrated program that gets the results you want.



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.

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Video Marketing Trends for 2023

Try These Marketing Tips from Top Brands

You don't have to be a global conglomerate to incorporate the marketing tactics of the heavy hitters. Companies of all types and sizes can benefit from these on-trend marketing practices:

Build partnerships: Expand your reach to new audiences by working with major players and micro-influencers in your industry; build social proof of the value of your product or service.

Conduct research: Understand your competition and audience and then set yourself apart.

Create a buyer persona: Build an ideal customer profile using research: age, gender, interests, demographics; then find how to reach that target customer.

Produce valuable content: Use blogs, vlogs, podcasts or video to drive prospects to your website. When the time is right for them, they may become customers.

Keep up with trends: Stay at the forefront of tech and marketing opportunities, leveraging them where and when appropriate.

Review analytics: Keep tabs on performance data; review regularly to gain insights across your campaigns.

Try remarketing: Use cookies to track past web visitors and retarget them using Google Ads or social media.

Reinforce Your Brand and Product



**Labels Provide High-Profile Visibility for
Your Brand and Leave a Lasting Impression.**

PIP offers a
comprehensive array
of label options to fit
your needs along with
the experience to get
your job done right.



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