



Basically **Business**

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Boost Visibility and Credibility with a Monument Sign

Monument and building signs play a critical role in creating a strong first impression for your business. The large, freestanding structures placed at or near the entrances to businesses, schools and other properties serve as the primary visual identifier. Built for durability, they sit low to the ground and are often crafted from brick, stone, or metal to stand out to drivers and pedestrians. Depending on your business, your monument sign may be a customer's first interaction with your brand.

Why They Matter

Their prominent, permanent appearance signals professionalism and credibility, instilling confidence in visitors. Unlike temporary or standard wall signs, monument signs project stability and help businesses effectively communicate their identity to a wide audience.

Benefits: Beyond Aesthetics

Monument signs increase brand visibility and help people navigate to the right location, reducing confusion for your visitors. Weather-resistant and low-maintenance, the sign's materials, lighting, and design can be customized to suit your brand and environment, providing a versatile and long-lasting investment that enhances both appeal and function.

Installation Requirements

Requirements for monuments and building signs vary by city, state, or other location-based criteria. Zoning ordinances can impact overall size, height, setback distances from property lines, and visibility considerations; what is acceptable in one jurisdiction may need to be adjusted in another. By working with experienced sign professionals, these variables are expertly

managed, ensuring regulatory compliance and a smooth project from start to finish.

Choosing the Right Sign

Select a sign that reflects your brand's identity, fits your budget, and complements the architecture or landscape where it will be placed. Consider visibility and environmental durability. The right choice combines impact, compliance and clear identification, helping your business stand out for years.



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Put Your Clients First with these Customer-Centric Marketing Tips

In today's competitive landscape, customers expect more than just a product or service—they want meaningful experiences tailored to their needs. Customer-centric marketing is about shifting your focus from simply selling to truly understanding and serving your audience. By putting yourself in their shoes, you can build trust, loyalty and long-term relationships that drive results.

Follow these tips to keep your customers central to your marketing efforts:

- **Collect and Analyze Data** – Gather customer data including preferences, purchase history, and online behavior to better address customer needs.
- **Segment Your Audience** – Deliver targeted, relevant messages by marketing to smaller audience segments with shared characteristics.
- **Think Like Your Customers** – Communicate directly about their pain points and explain how your solution addresses their challenges.
- **Personalize Content** – Tailor content to individual customers' interests on web pages, mailers, newsletters, emails and other materials.
- **Test and Measure** – Experiment with different personalization strategies and track key metrics to see what works or doesn't for future campaign use.
- **Engage Across Channels** – Meet your customers where they are by maintaining consistent, personalized messaging across email, social media, web and in-person touchpoints.
- **Create Value Beyond the Sale** – Offer helpful resources, educational content, or community engagement that supports

your customers even when they're not actively buying. This builds trust and keeps your brand top-of-mind.

- **Empower Customer Feedback** – Encourage reviews, surveys and direct feedback to understand what your customers truly value. Use this input to refine your messaging, products and services.

By consistently putting your customers first, you not only meet their expectations—you exceed them. A customer-centric approach builds trust, encourages loyalty and sets the foundation for long-term success. Keep listening, adapting and evolving with your audience to stay ahead in a competitive market.



Gen Z is Redesigning Print Marketing



As Generation Z enters the workforce and gains purchasing power, their values and habits are already transforming the print and marketing landscape. This generation wants more than digital connection—they seek authenticity, personalization, sustainability and the satisfaction of materials they can touch and feel.

Authenticity Drives Trust

Print is popular with Gen Z precisely because it meets those needs. Tired of the temporary nature of digital ads, Gen Z values the permanence of print and its ability to foster deeper engagement and brand storytelling. Marketers like you are responding by focusing on campaigns that emphasize transparency and real-world narratives that build trust.

Personalization & “Phygital” Experiences

Personalization is key; Gen Z expects tailored interactions in their print experiences, from custom designs to variable data and direct mail.

Marketers blend the physical and digital—“phygital”—by using QR codes and augmented reality in print, to bridge the tangible and online worlds.

Sustainability & Tangibility Matter

Driven by strong sustainability values, Gen Z favors premium-quality, eco-friendly print materials that promote ethical practices. The tactile nature of print offers a welcome respite from digital overload, creating memorable keepsakes that stand out in a crowded digital landscape.

Gen Z’s evolving expectations are already pushing print and marketing companies to embrace innovation, deepen connections, and embrace purposeful, sustainable practices. Keep this growing audience in mind when creating or updating your marketing strategy.

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THE RHYTHM OF INTEGRATED MARKETING

INSIDE

Gen Z is Redesigning Print Marketing

Major Trends Shaping Today's Rack Cards

Rack cards remain a powerful marketing tool, but today's designs go beyond simple handouts. Below are four design and print trends:

1. Premium Finishes

Soft-touch coatings, metallic foils, and textured laminates add elegance and a tactile edge to rack cards. These finishes elevate your brand's image and help your rack cards stand out in crowded displays.

2. Interactive Elements

QR codes, augmented reality, and other scannable links bridge the gap between print and digital. They drive your customers from the rack card to a video, promotion, or booking page, boosting conversions.

3. Bold, Modern Design

Eye-catching layouts, vibrant imagery, and effective use of white space reflect current design trends. Today's rack cards serve as both information pieces and brand statements.

4. Sustainable Materials

Eco-friendly or recycled paper stock and soy-based inks appeal to sustainability-minded audiences while minimizing environmental impact. This strategy is key for brands committed to green practices.

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