



Basically Business

a monthly newsletter published by Sir Speedy

Think Outside the Square Three Benefits of Custom Sign Shapes

The next time you're out running errands, take a look at the shapes of the signs you see—there's a good chance they will be square or rectangular. It has long been customary to make business signs in these traditional shapes, although there is no rule declaring that they must be.

Consider instead these three benefits of selecting custom shapes for your business signage:

Make an Impression. Imagine how your business would truly stand out with a custom-shaped sign that allows you to take your branding or marketing to the next level. You could make an impression on potential customers and neighbors that lasts long past the initial experience and sticks in their minds. Choose interesting functional designs that set you apart from your competition—and everybody else.

Reinforce Your Brand. Think about the different shapes you could use that tie in with your brand. Do you have a mascot? Are you known for a specific product? Do you work with animals? Have your custom sign manufactured in a corresponding shape! Get creative and choose a sign that complements your business and communicates your unique service or message. You can also tie in your logo, typography, colors or other elements that are recognizable parts of your brand.

Earn That ROI. Don't hesitate to spend money on an effective marketing tool that will pay you back in spades. You will, of course, want to budget your spending, but a unique, eye-catching custom sign will improve visibility on the street, helping boost foot traffic and contribute to sales. The first impression is the most important

one, so make sure it's a good one. A custom sign should quickly pay for itself in customer sales and interest.

Don't be like everybody else. Be unique, daring and true to your brand.

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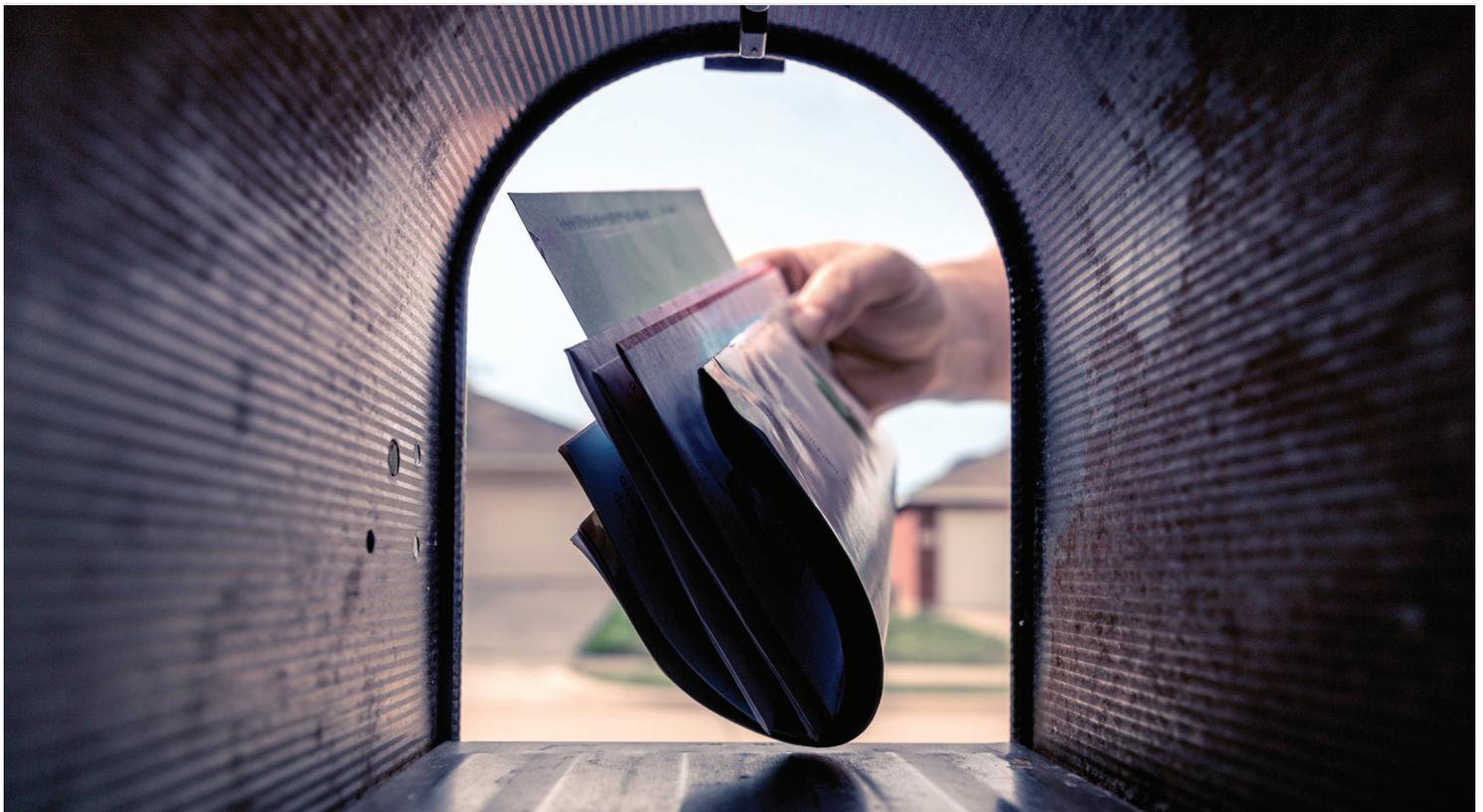
Three Signs It's Time to Update Your Packaging

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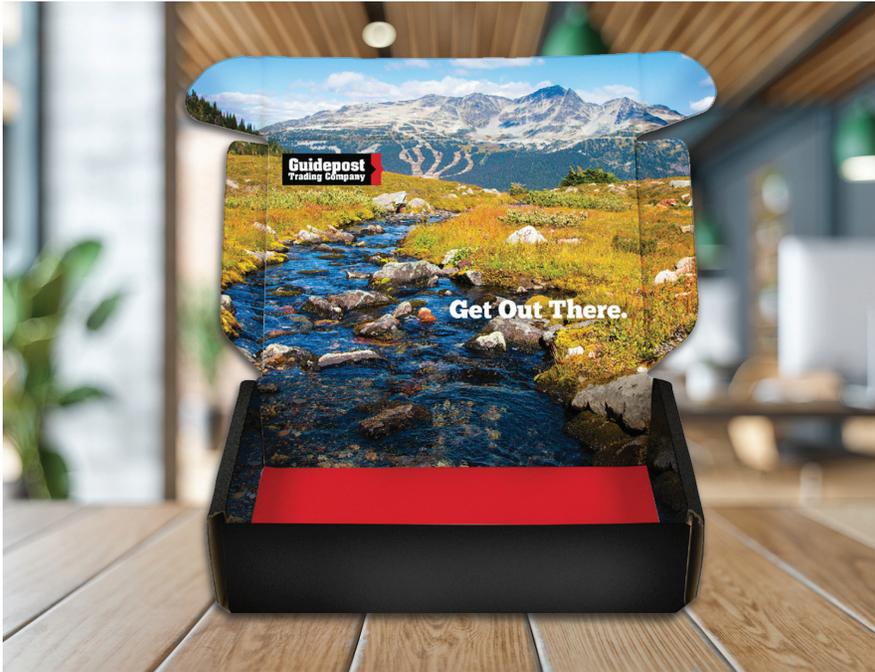
Tradeshow and Event Marketing Support >>

Top 20 Direct Mail Tips

- 1** Help your mailer stand out by using an **unusual shape or size**
- 2** Use a **teaser headline** on the envelope to entice the reader to open it
- 3** Help your mailer stand out by making it **lumpy or bulky**
- 4** Keep copy and paragraphs **brief**
- 5** Highlight **customer benefits** more than product features
- 6** Include a **sense of urgency** or a **deadline** in your message
- 7** Use **testimonials** toward the beginning and again near the call to action in your copy
- 8** Use the word **"Free"** prominently or offer a generous discount
- 9** Offer a **free gift** to increase response
- 10** Use **bold colors and images** to reinforce your message
- 11** Offer a free, no-risk **trial period**
- 12** Mention your **service area**, whether local, regional, national or global
- 13** Use a **postage-paid reply card** or envelope
- 14** Include a **call to action** that tells your readers what you want them to do next
- 15** **Test segments of your list** using different copy, headlines or offers
- 16** Use **stamps** instead of metered mail for a better open rate
- 17** Include **pre-stamped reply envelopes** to make it easier for respondents
- 18** **Clean your list** of bad addresses by using "Address Correction Requested"
- 19** **Include your own address** on all mailing lists
- 20** **Hire Sir Speedy for all your direct mail needs**



Three Signs It's Time to Update Your Packaging **Is it Time for a Refresh?**



Though often undervalued, product packaging is essential to customer conversion, so putting the time into maintaining and refreshing these valuable resources is an important marketing function.

There are several signs it is time (or past time) to refresh your packaging design. Have you experienced any of these?

It Has Been a Long Time Since the Last Update — Perhaps it has been several years. Your packaging may be outdated, and (maybe) it hasn't aged well. It might no longer be relevant to your audience, or the colors could be old-fashioned and no longer fit the market. It may be that it is time to get with the push for using recycled materials or that your packaging is simply too complicated.

You're Hearing from Customers & Retailers — Retailers are under pressure to stock high-performing

items on their valuable shelf space—and perhaps yours is no longer popular. Are retailers demanding change? Or are they reporting customer complaints? Customers may reach out to your company directly to voice their feedback or concerns.

Your Competitors are Updating Theirs — If your competition is updating their packaging and you aren't, people are noticing. Continuing to put out the same old packaging may cause competitors to question whether you are doing the same with your products.



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 Sir Speedy. 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.



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THE RHYTHM OF INTEGRATED MARKETING

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INSIDE

Three Signs It's Time to Update Your Packaging

Questions to Ask Before Changing Your Marketing Colors

The colors used in your marketing are a significant part of your visual brand; up to 90% of snap judgments about a product are based solely on color. Changing your colors to embrace a new look seems like an easy way to update or transform your marketing but ask yourself some questions before making any significant decisions.

- Are the new colors appropriate for your brand?
- Do the colors appeal to the right audience for your brand?
- What do the colors evoke for viewers?
- Will the colors differentiate your brand from competitors?
- Do they support your brand personality?
- Do the colors support your brand's values?

Color is a more complicated topic than many expect, and the addition of new colors to your palette should not be undertaken lightly. Do your research, ask and answer the above questions and consider small ways to test out potential colors in your upcoming marketing campaigns.



DIRECT MARKETING MADE SIMPLE

Make connections with personalized, direct marketing campaigns.

- Design and production
- Direct Mail
- List acquisition
- Mailing services

LEVERAGE THE POWER OF DIRECT MARKETING.