

**SirSpeedy**<sup>®</sup>

SIGNS • PRINT • MARKETING

# Basically Business

a monthly newsletter published by Sir Speedy

## How Online Ordering Portals Simplify, Clarify & Control Marketing Materials

Managing marketing print materials can easily become chaotic, especially if you have a remote workforce, multiple locations, or concurrent events and campaigns. Last-minute requests, inconsistent branding, inventory gaps, and manual processes slow production. An online ordering portal brings order by centralizing how materials are produced, customized and delivered. Instead of relying on spreadsheets, emails, or vendors, your team orders on-demand from a single platform.

### What is an Online Ordering Portal?

Online portals are web-based ordering and fulfillment systems that manage material replenishment from request to delivery. Through a secure platform, teams order

materials, personalize communications within brand guidelines, and track production cycles in real time.

By producing materials only as needed and controlling fulfillment in one place, portals reduce waste and improve visibility across teams and locations.

### Simplify Brand Management

Brand consistency is reinforced in the portal. Pre-approved formats, templates, and customizable fields ensure brand adherence while allowing flexibility for location- or audience-specific messaging.

Role-based access limits what users can see and order, helping teams control production and costs.

### Reduce Errors

Centralized ordering removes bottlenecks that slow teams down, like approval delays or duplicate requests. Streamlined workflows and authorized templates reduce errors and save time and money.

Custom-designed portals let teams tailor experiences to their needs while ensuring materials are delivered exactly when and where they are needed.



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## Creating Customer-Focused Content

Content teams are navigating a landscape shaped by artificial intelligence assisted creation, rising customer expectations and a nonstop publishing cadence. While the demand for more content continues to grow, audiences have also become more selective, making relevance, clarity and trust more important than ever.

The good news? Quality and efficiency don't have to compete. With the right habits and a flexible mindset, you can consistently deliver content that genuinely meets customer needs.

### Know Your Audience — Even Better Than Before

Understanding your customers' motivations, pain points and intent remains the foundation of effective content. Today's buyers expect tailored experiences, so use every insight available: search data, social listening, customer feedback and your own analytics. When you create emotionally resonant content that addresses real

problems, your audience is far more likely to engage and return.

### Don't Reinvent the Wheel

You don't need a blank slate to produce meaningful content. Look for ways to modernize or restructure what you already have. Refresh top performing articles, repurpose interviews into short form videos, or break long guides into posts and social snippets. You can also pull inspiration from emerging trends or customer questions to keep your ideas fresh and timely.

### Perfect Isn't the Goal

Chasing perfection slows production and adds unnecessary pressure. What matters most is consistency and clarity. While certain industries demand precision, content marketing isn't one of them. Your audience wants trustworthy insights delivered in a steady, reliable rhythm. Focus on usefulness over flawlessness.

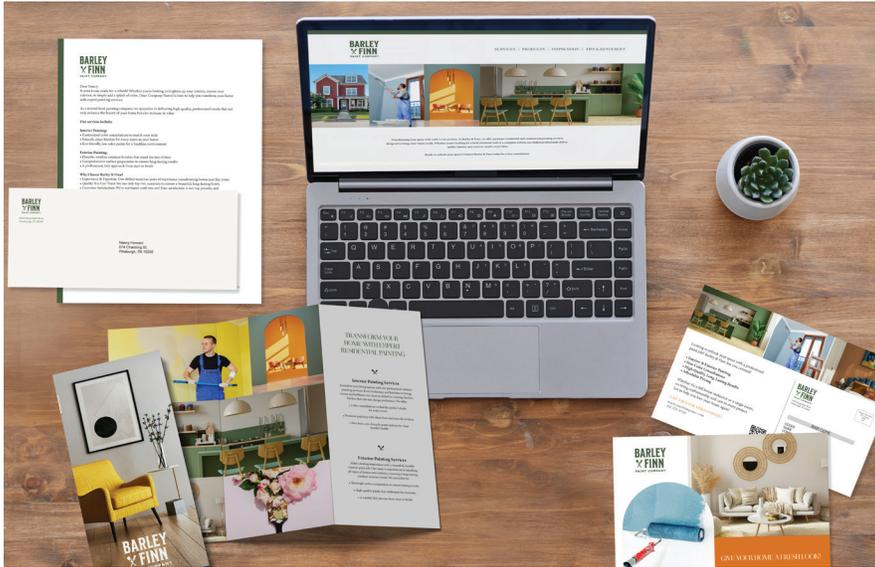
### Protect Your Creative Time

Identify your most productive hours and guard them fiercely. Block meeting-free creative windows, schedule consistent writing sessions, step away when you need to reset, and give yourself permission to daydream — a proven creativity booster that helps spark new, meaningful ideas.

Customers reward helpful, consistent and relevant content. By working smarter and staying audience focused, you can strike a healthy balance between quality and quantity and create content that truly serves and continually strengthens long term customer trust. As technology and expectations continue to evolve, the brands that thrive will be the ones that stay curious, adaptable and relentlessly customer-centric. Keep refining, keep listening and keep creating — your audience will tell you exactly what resonates.



# Print + Digital = Better Together



**Print cuts through crowded digital clutter with its tangible, distraction-free appeal and high trust factor, while digital amplifies reach and measures results. A brochure or mailer demands focus and lingers on desks, while a QR code drives traffic to your website for deeper engagement.**

When combined with digital outreach, print becomes even more powerful. Studies show integrated print and digital campaigns can be up to 400% more effective than using digital alone.

## **Print Grabs Attention, Digital Enhances It**

Print demands greater focus from recipients—no swiping and no notifications. People also trust print more than online content because it feels more credible and lasting. Pair a high-quality postcard that will sit on desks and counters with a QR code or URL that directs readers to your landing page, video, form, or donation page for immediate action.

## **Complementary Strengths for Greater Reach**

Print delivers sensory impact and emotional connection, while digital offers speed, personalization and scalability. Use print for awareness and storytelling, and digital for calls-to-action and lead nurturing. Multi-channel campaigns reflect this harmony, generating 287% higher purchase rates than single-channel efforts.

## **Higher Engagement, Better Recall**

Combining print and digital boosts response rates and improves retention. According to writersblocklive.com, campaigns using both print and digital strategies enjoy a 28% increase in conversion rates and a 450% increase in response rates.

Print creates the first and most enduring impression, while digital keeps the conversation going with video, forms, and analytics that turn interest into action.

## **Did you know?**

For many organizations, trade shows, expos, conventions and other business events are vital to their bottom line. With so much riding on these annual and semiannual occasions, it's imperative to work with a creative partner who understands what is at stake.

From pre-show to post-show activities, depend on Sir Speedy for all your event marketing needs—everything from print collateral and signage to promotional products. Start with a direct mail and email campaign then add on just the right signage to turn all eyes on your business, providing you with opportunities to engage consumers in the sales conversation.

We offer prime access to experience and expertise you can leverage to great effect. We also provide a comprehensive array of products and services, which streamlines the process and enables you to work with just one partner. Smart all around.



## **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.

 **marketing tango**  
THE RHYTHM OF INTEGRATED MARKETING

## INSIDE

### Print + Digital = Better Together

## Top Print Planning Tips for Successful Fundraisers & Galas

Well-planned print materials make your gala or fundraiser feel polished, professional and organized. Use this checklist to help guide your event planning:

- **Start 8–12 weeks early:** Allow time for revisions and avoid rush fees.
- **Create a master list of every item needed:** Invitations, save the dates, programs, table tents, bid sheets, name badges, signage, sponsor packets and thank you cards.
- **Order extras:** Plan for 10% more invitations than you think you'll need, and 5% more programs to cover last-minute RSVPs.
- **Use consistent branding:** Standardize logos, colors and fonts across all materials.
- **Prioritize high-impact pieces:** Focus your budget on programs, signage and take-home materials first.
- **Choose quality paper:** Quality stock conveys seriousness; recycled options align with your values.
- **Include clear calls to action:** Make donation details, auction rules, and RSVP information easy to find.

Thoughtful planning drives efficiency, reduces stress, and helps your materials shine, fueling stronger fundraising outcomes.

## From List To Mailbox



### Simplified Direct Mail From Start to Finish.

We've helped businesses with their campaigns and mailing services for more than 50 years.

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