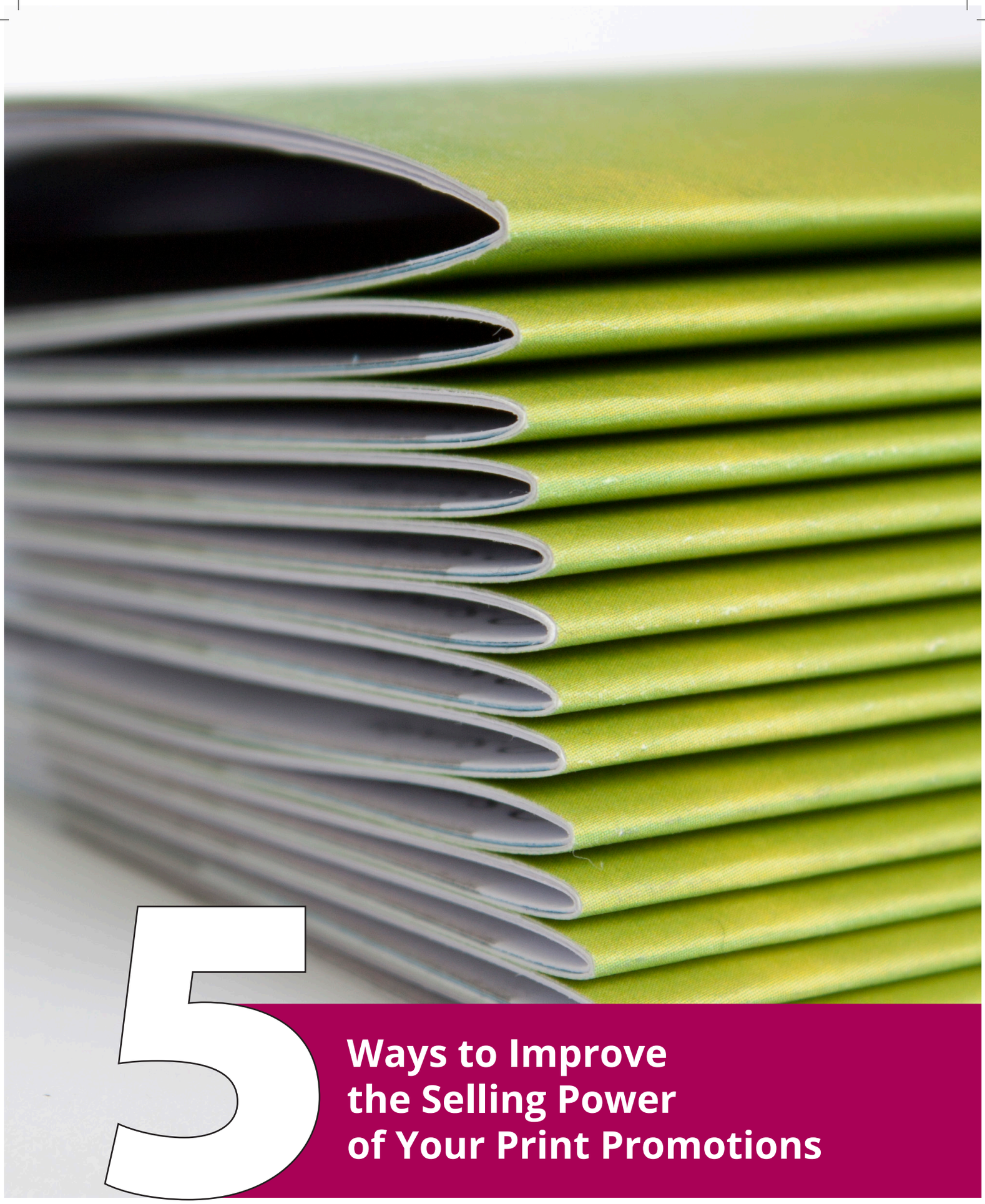

5 Ways to Improve the Selling Power of Your Print Promotions

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Although direct mail and sales collateral are powerful print promotional tools for growing your business, many companies fail to put in the efforts required in generating leads and sales from their print promotions.

If you're tired of seeing your efforts underperform, consider these five ways to help improve the selling power of your print marketing.

Hi {Jane}!

1 Use Personalization

If you've shopped at Amazon.com then you're familiar with how you're targeted using product recommendations. This marketing strategy has been proven to increase sales and customer retention for companies who use data intelligently.

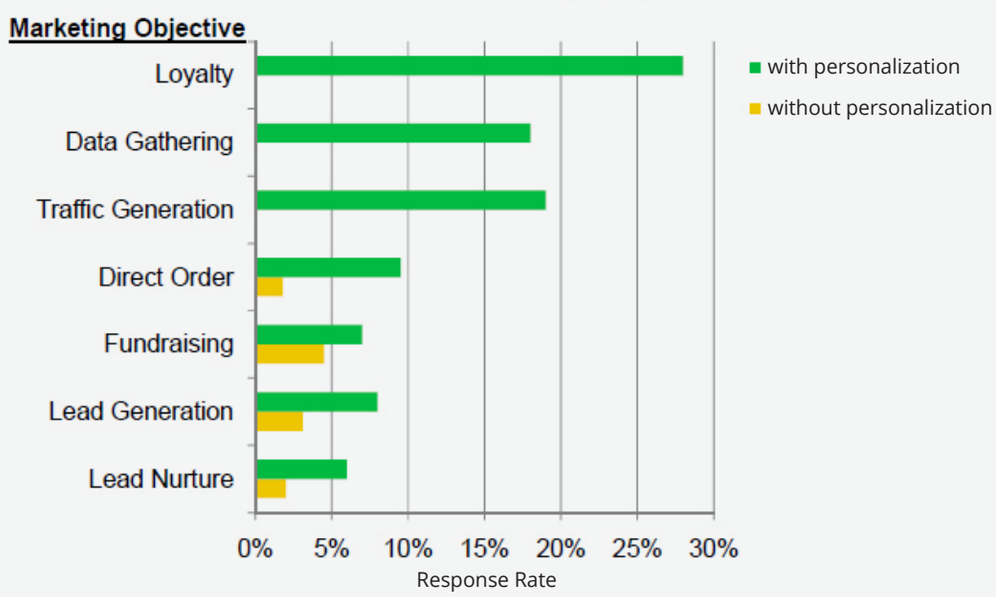
Good news: your direct mail can have the same relevance to your customers.

Today's printing technology enables marketers to change images, body copy, offers, colors and even entire layouts based on whatever "rules" are designated during production. An example of a rule would be: "If a customer within the last month purchased this SKU in this color, display this complimentary SKU on their mailer with a discount code of XYZ".)

Correctly done, this tactic can exponentially increase the readership and response of your print promotions.

Response Rates

Personalized marketing vs. generic / mass marketing



Source: Caslon & Company

2 Use Specialty Shapes

Using specialty shapes offers an outstanding way to stand out from other printed promotions. Custom die cutting is available so that your mailing can be designed in a unique, attractive shape to garner more attention. These can be very effective promotions for events, B-to-C and B-to-B promotions.

Custom shaped pieces can be produced on many different substrates from paper to thick plastic and either mailed as is or inserted into many different types of envelopes, including clear envelopes.

Specialty shapes are an innovative way of attracting attention and getting your message across very uniquely.

3 Eye-Catching Finishes

Enhancing the finish of your mailing piece is always a good decision as a way to help it get noticed.

Here are few options:

- **Varnishing or UV coating:** This gives text and images a glossy or matte shine that can grab attention. Coatings can be either “spot” - isolated parts of the piece - or overall.

- **Embossing** raises and textures a specific area of any printed piece, basically giving it an extra dimension. It can make a particular item, such as your logo, pop off the page. In addition, it feels different so it can be especially helpful if you can predict where people might touch or hold the piece.

- **Textured UV Coating** is a new technique that is available with digital printing. It allows marketers to literally add texture to printed material. For instance, if you’re a museum and want to produce a promotional brochure or mailer with a lizard on the front, the lizard can be printed in a way that you would actually feel the textured scales of its skin!

Special pearlescent, gloss / dull, and textured effects increase visual interest on this recent holiday card campaign

4 Use Dimensional Products

Structural products include pop-ups, moving pieces, unfolding panels, recorded sound bites and other engaging aspects. These elements can bring real depth to your mailing.

Imagine a bar graph that details the difference that your services provide. Using moving pieces, the card gradually reveals the differences and benefits that your customers obtain when they hire you.

This structural element draws the attention of your reader to exactly how much you can help them - proven to have a powerful impact on the selling power of your print promotion.

5 Have a Clear Call-to-Action

After your headline grabs them, and your body copy engages their interest, the reader needs to be told what to do next.

Although more applicable to direct mail, this can be effectively used on certain on marketing collateral as well. Your message should make it absolutely clear what action to take and who to contact. This could be a phone number, email address, coupon, landing page or even a QR code.

The next time you have a print project, either direct mail or marketing literature for handout, consider these few highlights to increase the selling power of your final deliverable. It's surely worth the effort as print remains a stable, tangible, proven method to communicate both BtoC and BtoB messages in an overly crowded digital world.

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Proforma Edge
282 Katonah Ave, #132
Katonah, NY 10536

For more information please contact:

Bruce Browning (914) 380-7510
bruce.browning@proforma.com

TheProformaEdge.com