

QUICKSTART GUIDE TO MARKETING: **BRANDED MATERIALS**



When it comes to marketing, every business is unique. Solutions that work for one won't necessarily work for all. However, there are a few **proven branded materials** that every business should include in their marketing strategy.

Here are 3 reasons why:

PRINT HAS STAYING POWER.

Print creates a lasting impression that digital marketing cannot match. It engages more senses and serves as a physical reminder to keep your brand top of mind. It also validates your business by demonstrating an investment in professional materials, helping to build authority.

QUALITY IMPACTS YOUR IMAGE.

The quality of your marketing and sales materials significantly shapes perceptions of your business. Investing in top quality materials that reflect well on your brand is a good way to build your reputation for being high quality.

A GOOD PRINTER CAN HELP YOU SUCCEED.

Working closely with a reliable printing partner can help you meet your marketing goals. Get personalized support for your organization's unique needs, quality control on all your materials, and receive updates on new products and ideas.

Plus, save time and money on print, design, mailing, displays, and more!



Read on to learn about the 4 Branded Materials we think every business should have and how to implement them in your marketing strategy.

THE BRANDED MATERIALS EVERY BUSINESS NEEDS

These are the must-have branded materials that every business needs in their marketing strategy.

They compliment today's digital marketing by connecting the dots between the tangible world and the virtual one, through URLs and QR codes.

These materials can act as the start to a sales funnel, an introduction to your brand, a tangible reminder of an in-person meeting, and more. And they'll help you build brand consistency and stronger recognition for your customers.

WHY PRINT?

ENGAGES PEOPLE IN THE REAL WORLD

CONNECTS THE DOTS TO DIGITAL MARKETING

CREATES BRAND RECOGNITION

PROVIDES A TANGIBLE REMINDER

1. Quality Business Cards

Business cards are arguably one of the oldest marketing strategies, and for good reason.

While digital contact cards are convenient, printed business cards engage more senses and can create a better first impression. A well-made business card can create powerful engagement and be kept around as a physical reminder.

With endless options for size, shape, paper weights, textures, and printing methods, **business cards are highly customizable and can help differentiate your unique brand from competitors.**

- **Universally viewed as professional**
- **More memorable and unique than digital contact information**
- **High-quality cards help create a positive impression of your brand**



2. Brochures

For a memorable print piece that will impress prospects with your professionalism and dazzle them with vibrant photos of what you can do, brochures are a great pick.

Brochures can be any shape, size, or fold style you want. Think beyond the standard bi-fold and trifold styles – get creative with shapes, paper choices, and vibrant designs!

Printed brochures require resources to create which gives a perception of value. They are often made to be engaging to look at, making them shareable and memorable, giving them a longer life than most marketing materials.

- Viewed as more legitimate, trustworthy, and genuine than Digital Media
- Can be kept, easily shared with others, and keeps your brand top of mind with a physical reminder
- Versatile in size, format, and paper finish, you can create an intriguing brochure that stands out



3. Signage

If your business engages people in-person – at a retail store, office building, traveling booth, at events, or anywhere else - you should have at least one sign.

Effective signage attracts attention and makes people want to find out more about your brand.

Studies show that signage increases sales by helping people notice and find your business.

A business that has been in the same location can update or add a new sign to recapture attention and increase sales.

With so many modern options, you can create a colorful and eye-catching sign that works with any location and budget.



- Attracts attention and engages people in-person; on streets, sidewalks, at events, etc.
- Many available options that meet a wide variety of goals, needs, and budgets
- Updating or adding signage helps recaptures attention and increases sales



4. Note Cards

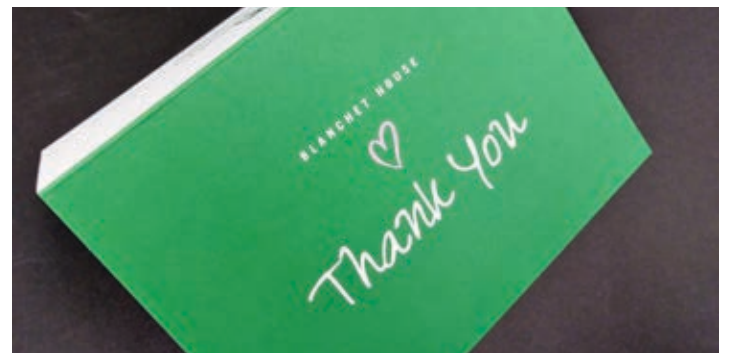
The last branded material we recommend all businesses have are Note Cards.

This highly personalized piece of communication has been around for a long time, and isn't going anywhere. People still love to get a heartfelt card in the mail. It brightens the receiver's day and helps to create a sense of connection that emails just can't deliver.

Receivers of cards typically hang onto them for awhile, either placing them prominently on a desk, shelf, or the refrigerator, especially if the artwork or design on the card is very appealing.

Thank you's, birthday wishes, holiday cards, or even just random notes of appreciation are all examples of how branded cards give you the perfect excuse to reach out and stay connected, even if you don't feel you have anything of importance or value to say.

- **Highly memorable and favorable to receive**
- **Shows a level of effort, warmth, and personalization unachievable with email**
- **Helps build relationships, leading to more repeat business and better communication**



Partner with AnchorPointe Graphics to get local support, streamlined communication, and personalized planning for your print, design, and mailing projects.

You'll save time and money while ensuring brand consistency, and gain greater control over project outcomes.

Contact us for a free consultation to boost your business!



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