3 PRINT MARKETING TOOLS TO HELP ACCELERATE YOUR BUSINESS RECOVERY

After months of coronavirus-enforced shutdowns, bricks-and-mortar businesses are reopening across the country. But how do you encourage spending after so long without physical customers? Print marketing is here to help – use these three strategies to drive sales.

DIRECT MAIL CAMPAIGNS

In the digital age, physical marketing often gets left by the wayside – but it's far more effective than you probably think.

70%
of consumers believe direct mail is more personal than online marketing

90%
of direct mail is actually opened compared to just 30% of emails

Direct mail can help you:

SPREAD THE NEWS
Let prospective customers know you're back in business. You can also include your website, social platforms and more to attract additional traffic

PERSONALISE YOUR MESSAGE
Use your database to address your direct mail to key people and their needs to make it more personal

BROCHURES AND FLYERS

Tell the world you're open for business with high-quality and visually enticing brochures and flyers to draw attention and bring in foot traffic.

CHOOSE CUSTOM SHAPES AND SIZES
Print on A4, A5 or a variety of combinations in the DL format – including single-page flyers, double-sided or tri-fold brochures, and much more

MAKE THEM ON-BRAND
Any print collateral can be customised to your individual requirements, show off your logo and have an eye-catching finish to draw the attention of customers

POSTERS, BANNERS AND SIGNAGE

In addition to printed banners that show you're open for business, Safe Work Australia recommends all businesses have signage and posters set up around their workplace or store to remind customers about COVID-19 safety.

CLEAR SIGNAGE
Give customers peace of mind that your business is taking all the proper precautions with helpful signs and banners about social distancing, handwashing, contactless payments and in-store etiquette

BRANDED POSTERS
Make your signs stand out with branded print materials that include your logo and business colours

LOW-COST, HIGH-QUALITY
Choose from a variety of sizes for your posters (A0, A1, A2), banners (traditional vinyl, pop-up fabric, pull-up canvas fabric) and signs (from bumper stickers through to large window decals)

Learn more about accelerating your business recovery **with print** or contact your **local Snap Centre.**