

10 MARKETING MUST-HAVES



for SALES & SUCCESS

Your Essential Guide to Year-Round Marketing

Every season brings fresh opportunities for businesses to connect with customers, launch promotions, and boost brand awareness.

Whether you're preparing for a sale, community event, or marketing refresh, this guide will help you plan ahead and get the results you're looking for all year long.



1. DIRECT MAIL THAT GETS RESULTS

Every season brings new opportunities for local events, promotions, and retail sales. A **well-timed direct mail campaign** ensures your message reaches customers at the right moment.

TOP DIRECT MAIL PIECES TO CONSIDER:

- ✓ **POSTCARDS** for promotions or announcements
- ✓ **FLYERS** highlighting new products or services
- ✓ **SATURATION MAILERS** to reach your entire local area
- ✓ **PERSONALIZED MAIL** with targeted offers



The Sooner, the Better! Start your campaign early to ensure more margin and less stress!

2. BRANDED APPAREL: WEAR YOUR BRAND PROUDLY

Make the most of every opportunity to showcase your brand wherever you go. Custom apparel helps your team look professional and creates a sense of unity at events, client meetings, or in everyday business interactions.

ESSENTIAL BRANDED APPAREL ITEMS:

- ✓ **T-SHIRTS** for company events and giveaways
- ✓ **EMBROIDERED POLOS** for a professional look
- ✓ **HATS AND VISORS** for brand exposure
- ✓ **LIGHTWEIGHT JACKETS** for all-weather comfort!



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3. SIGNAGE & BANNERS FOR OUTDOOR VISIBILITY

Make your message impossible to ignore! From trade shows and festivals to storefront promotions, bold, eye-catching signage helps your brand stand out and attract attention.

MUST-HAVE SIGNAGE OPTIONS FOR PROMOTIONS:

- ✓ **OUTDOOR BANNERS & FLAGS** to grab attention
- ✓ **WINDOW CLINGS & SIDEWALK SIGNS** for retail stores
- ✓ **A-FRAME SIGNS** to showcase daily specials
- ✓ **EVENT BACKDROPS & TRADE SHOW DISPLAYS**

PRO TIP!

Invest in Reusable Signage to get more value year after year!

4. BUSINESS CARDS & MARKETING COLLATERAL REFRESH

Any time is a good time for a marketing refresh! If you haven't updated your business cards, brochures, or catalogs in over a year, now is the time.

KEY PRINT MATERIALS TO UPDATE:

- ✓ **BUSINESS CARDS** (add a QR code to link to your website!)
- ✓ **BROCHURES** showcasing new products & services
- ✓ **CATALOGS** for featured products
- ✓ **PRESENTATION FOLDERS** for networking events

PRO TIP!

A well-designed brochure can act as a mini sales rep, working for you even when you're not there!



5. VEHICLE WRAPS: YOUR ROLLING BILLBOARD

Why limit your marketing to one location when you can advertise everywhere you go? A custom vehicle wrap turns your company vehicle into a mobile advertisement, reaching thousands of potential customers every day.

VEHICLE BRANDING OPTIONS:

- ✓ **FULL VEHICLE WRAPS** for maximum exposure
- ✓ **PARTIAL WRAPS** for a budget-friendly option
- ✓ **DECALS & MAGNETS** for quick branding updates

PRO TIP!

A Vehicle Wrap costs less per impression than digital ads—making it one of the most affordable marketing tools available!



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6. PROMOTIONAL PRODUCTS THAT KEEP YOUR BRAND IN HAND

People love free stuff—and promotional items keep your business **top-of-mind** long after your event or sale.

POPULAR PROMO ITEMS FOR YEAR-ROUND FUN:

- ✓ **CUSTOM WATER BOTTLES** for events or gifts
- ✓ **REUSABLE TOTE BAGS** for trade shows & giveaways
- ✓ **BRANDED NOTEPADS & PENS** for daily use
- ✓ **CUSTOM ACCESSORIES** that fit your audience's lifestyle



PRO TIP!

Branded Giveaways create goodwill and increase brand recall!



7. EVENT MATERIALS FOR MAXIMUM IMPACT

Hosting or attending an event? Make sure you have the right materials to **engage attendees and drive action**.

MUST-HAVE EVENT MARKETING MATERIALS:

- ✓ **STEP-AND-REPEAT BANNERS** for branded photo ops
- ✓ **TABLE COVERS & DISPLAY STANDS** for trade shows
- ✓ **CUSTOM FLYERS & EVENT PROGRAMS**
- ✓ **BRANDED GIVEAWAYS** for attendees

PRO TIP!

Add a QR Code to Your Materials for easy access to your website or social media pages!

8. SOCIAL MEDIA GRAPHICS & DIGITAL INTEGRATION

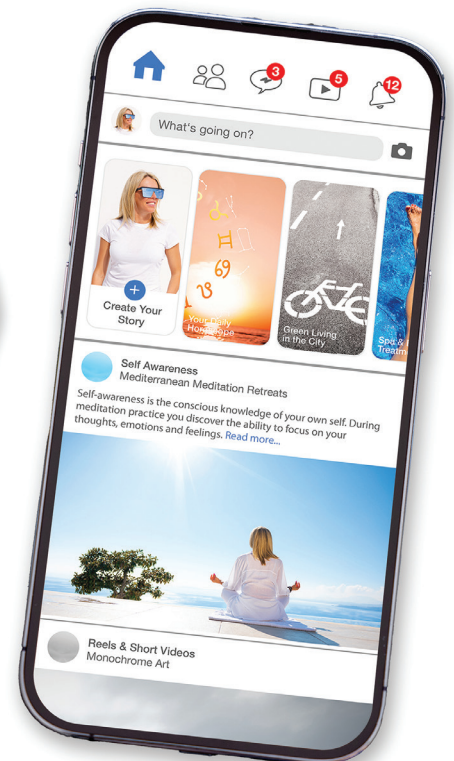
Pairing your **print materials with a strong online presence** creates a seamless marketing experience.

NO-FAIL SOCIAL MEDIA IDEAS:

- ✓ **PROMOTE SPECIALS** with branded graphics
- ✓ **SHARE BEHIND-THE-SCENES PHOTOS** of your team
- ✓ **ENCOURAGE CUSTOMER PARTICIPATION** with a giveaway
- ✓ **ANNOUNCE UPCOMING EVENTS & PROMOTIONS**

PRO TIP!

Consistency is Key! Use the same colors, fonts, and messaging across all platforms.



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9. SPECIAL OFFERS & LIMITED-TIME PROMOTIONS

Customers love **exclusives!** Create urgency with time-sensitive promotions that motivate customers to act.

IDEAS FOR IMPACTFUL PROMOTIONS:

- ✓ **BUY-ONE-GET-ONE-FREE DEALS**
- ✓ **DISCOUNTED PACKAGE DEALS**
- ✓ **"SPRING CLEANING" SALES**

10. PLAN AHEAD & BOOK EARLY!

The biggest mistake businesses make? **Waiting too long.** The sooner you plan, the better deals you can secure—and the **more successful your marketing will be.**

3 STEPS TO GET STARTED:

- ✓ **CALL US AT (888) 292-0001** for a free consultation
- ✓ **BROWSE OUR SERVICES** and decide what best fits your needs
- ✓ **BOOK EARLY** to secure the best turnaround times and pricing



WHY MPB PRINT & SIGN SUPERSTORE?

We're your **one-stop shop** for full-service print and marketing solutions, offering professional designs, premium materials, and expert craftsmanship you can trust. With fast turnaround and personalized service, we make marketing **easy, effective, and stress-free**—helping your business stand out all year long!

MAKE THIS YOUR BEST CAMPAIGN YET!

Contact us today to get started!

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