

YOUR FALL VISIBILITY CHECKLIST



5 WAYS TO GET YOUR BUSINESS READY BEFORE THE SEASON CHANGES

Fall has a way of sneaking up on businesses. The businesses that stand out this fall won't be the ones scrambling at the last minute. They'll be the ones that planned ahead.

Use this quick checklist to make sure your business is ready to be seen, remembered, and chosen this season!



1.

PLAN YOUR FALL PROMOTIONS NOW

Printed marketing materials can help you stay top of mind before your competitors even start advertising.

Many businesses wait until the last minute to promote seasonal specials, events, and sales. By then, customers have already made decisions. Consider:

- Postcards
- Direct mail campaigns
- Flyers
- Menus
- Brochures
- Event handouts

Ask yourself:

- ☐ Do customers know about our upcoming promotions?
- ☐ Do we have printed materials ready?
- ☐ Are we communicating consistently with our audience?

2.

OUTFIT YOUR TEAM FOR COOLER WEATHER

As temperatures drop, it's time to think beyond T-shirts.

Branded hoodies, quarter-zips, flannels, jackets, and beanies help your team stay comfortable while promoting your business everywhere they go. Fall apparel is perfect for:

- Service crews
- Construction teams
- School organizations
- Athletic programs
- Volunteer groups
- Company events

Ask yourself:

- ☐ Does our team have branded apparel for fall?
- ☐ Do new employees have the gear they need?
- ☐ Could our apparel help improve our professional image?



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3.

USE PROMOTIONAL PRODUCTS PEOPLE KEEP

The best promotional products don't get thrown away. They get used.

Fall is an excellent time to thank customers, recognize employees, and strengthen relationships before the busy holiday season. Popular options include:

- Mugs
- Tumblers
- Drinkware
- Desk accessories
- Corporate gifts
- Employee appreciation items

Ask yourself:

- ☐ Do we have a customer appreciation plan?
- ☐ Have we budgeted for year-end gifts?
- ☐ Could promotional products help keep our brand visible?

4.

KEEP YOUR BRAND MOVING

Your company vehicles travel where your customers live, work, & shop.

A professionally designed vehicle wrap turns every trip into an opportunity to build awareness and credibility. Benefits include:

- Visibility wherever you drive
- Professional appearance
- Consistent branding
- Long-term advertising value

Ask yourself:

- ☐ Could we improve our professional image?
- ☐ Are our vehicles helping promote our business?
- ☐ Is this the right time to invest before year-end?



5.

INCREASE YOUR LOCAL VISIBILITY

People can't buy from businesses they don't notice.

Banners, signs, & displays help attract attention where it matters.

- Outdoor banners
- Yard signs
- Event signage
- Window graphics
- Trade show displays
- Directional signs

Ask yourself:

- ☐ Can customers easily find us?
- ☐ Are we promoting upcoming events?
- ☐ Does our signage reflect our current brand?



DON'T WAIT FOR FALL TO ARRIVE

The best time to prepare for the busy season is before it starts!

Whether you need apparel, promotional products, printing, direct mail, signs, banners, or vehicle graphics, MPB can help you get ready for a successful fall season.

READY TO GET STARTED?

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