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# Business 2 Business

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## Turning Insight into Impact: Marketing That Serves Your Audience

Data is everywhere, but it is not always easy to understand. For marketers, the challenge isn't just collecting data but transforming it into stories that resonate with real people. When done well, data storytelling can humanize numbers, spark emotion and drive action.

**Below are seven ways you can turn data into winning stories:**

- **Go local** – Begin with broad trends and drill down to local figures to make the story meaningful.
- **Support your hometown** – Audiences love to root for their hometowns. Facts and figures provide the setting for your story and reinforce that it is data-driven, not opinion.

- **Don't forget your history** – Include historical data to contextualize your story.
- **Use different data filters** – Look at data from multiple angles. Filter it across industries, household income, regions, etc., to tell different, more personalized stories.
- **Visualize the story** – Use infographics and maps to make complex data easier to digest. Visual elements grab attention and help readers quickly grasp key insights.
- **Tailor for your audience segment** – Whether you're speaking to educators or healthcare professionals, aligning the message with their priorities

increases relevance and impact.

- **Highlight human impact** – Go beyond the numbers by showing how the data affects real people. Include quotes, testimonials, or case studies to make your story more memorable.

Start with the data you already have, dig deeper for context, and craft stories that speak directly to your audience's experiences. When your data tells a story people care about, your message becomes unforgettable.



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## Marketing Insights

## Why Digital LED Signs Are a Smart Marketing Investment

Digital LED signs are changing how businesses attract, inform and engage audiences. Whether placed inside lobbies or outside shops or buildings, these dynamic displays are both eye-catching and offer real-time messaging, making them one of the most effective communication tools available today.

### Key Benefits

Digital LED signs deliver a number of measurable advantages:

- Higher engagement with color, motion and animation.
- Cost savings by eliminating the need for frequent material reprinting.
- Real-time messaging for promotions, alerts or updates.

Full-color video walls showcase high-resolution graphics and multimedia content, while single-color message boards offer an economical solution for frequent text updates.

For your business, digital LED signs offer a strategic way to stand out and connect with your customers. By combining