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# Business 2 Business

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## Elevate Your Brand with Custom Packaging

Today, custom packaging is more important than ever to help brands stand out in a competitive market. Below we outline ways that investing in unique packaging can make a significant impact on your brand's success.

### Creating Memorable First Impressions

Custom packaging is the first physical touchpoint between your brand and your customers. Unique designs, colors, and shapes create a visual impact, setting the tone for the customer experience and influencing purchasing decisions.

### Enhancing Brand Loyalty

Consistent custom packaging enhances your brand identity, making your products easily recognizable on store shelves, building trust and fostering loyalty.

### Elevating the Unboxing Experience

The unboxing experience continues to play a powerful role in overall customer satisfaction. Well-designed packaging builds excitement and encourages customers to share their experience on social media, boosting brand visibility.

### Sustainability Focus

Eco-friendly packaging is a priority as consumers make their preferences for sustainability known. Custom packaging lets you choose sustainable materials and practices, aligning your brand with environmental values and appealing to eco-conscious customers.

### Leveraging Technology for Engagement

Advances in packaging technology allow for interactive experiences. Using QR

codes, NFC tags, augmented reality, or digital printing can improve customer engagement and offer flexibility in design.

Investing in custom packaging is a powerful branding tool that helps drive customer loyalty, boost visibility and elevate the overall brand experience.



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## Marketing Insights

## Strengthen Client Relationships with Thank You Campaigns

In today's digital age, the personal touch of a physical thank you can make a lasting impression. "Thank you" direct mail campaigns including letters, postcards or other expressions of gratitude offer a unique opportunity to recognize customers while reinforcing brand loyalty. These interactions also have the potential to generate additional revenue. Let's explore the value of these campaigns and how you can leverage them effectively.

### Potential Campaign Elements

First, choose the type of campaign you would like to run.

- Handwritten notes on specially designed, high-quality stationery
- Personalized postcards with client

Consider the specific details of your campaign that will contribute to its effectiveness.

- Use variable data printing
- Include special offers or loyalty rewards
- Make it memorable

Also, keep in mind these essential components.

- **Personalization** – address clients by name and reference specific interactions or purchases to demonstrate genuine appreciation.

- **Timing and frequency** – send thank you notes promptly, ideally within a week

### Benefits

- **Personal touch and tangibility** – physical mail creates a more intimate connection with your clients than email. The tactile experience of opening an envelope and reading a handwritten note or specially selected and personalized mailer evokes stronger emotions than the digital alternative.
- **Increased retention** – clients who feel appreciated are more likely to remain loyal to your brand and continue doing business with you.

By personalizing your thank you messages, timing them appropriately, and integrating them into your overall marketing strategy,