

PUT YOUR BEST  
FOOT FORWARD WITH

# PRINT MARKETING



## Amp Up Your Marketing Materials For Your Next Event

**H**igh-quality printed materials are a fast way to make a lasting impression on your audience. Whether you're an office manager, a small boutique business owner, a full-time marketing professional or an independent entrepreneur, print marketing can help elevate your brand's presence and set you apart from your competition.

Allegra is your local partner for all your print essentials. From picking the right materials to designing business cards and brochures, we're with you every step of the way. This guide presents a few things to consider to make the right impression with your target audience every time.



*PRINT JUST WORKS*

**88% OF MARKETERS** say that the use of printed marketing materials is effective at driving leads for their business.



### **PRINT FACT #1: The Right Materials Make a Difference**

Using the right materials for the job is the foundation of good print marketing. It's not just about how good they look – it's about how they feel in your audience's hands. Premium paper stocks, vibrant inks and professional finishes all convey a sense of care that is bound to resonate with your audience.

You have numerous options when you work with Allegra. Go above and beyond the benchmark for print with thicker paper stock options that convey a professional, premium feeling. You may also want to consider a unique finish like spot gloss or a soft matte touch that invites your recipients to spend more time with your marketing.

## PRINT FACT #2: Good Design Speaks Volumes

A visually appealing design communicates professionalism, strengthens your brand identity and guides your audience through every touch point they have with your business. To truly put your best foot forward with your marketing efforts, you want to make sure that all of your print and digital marketing materials are consistent with each other.

Incorporate elements of strong design into your own plans:

- **Brand alignment:** Use consistent colour palettes, fonts, logos and messages to ensure brand recognition across every channel you're using.
- **Readability:** Prioritize clarity with clean layouts and easy-to-read fonts that allow your message to cut through without any clutter.
- **Strategic visuals:** Use high-quality graphics and imagery that complement your marketing message without overwhelming it.

Working with Allegra ensures that you can hit on these key points in your own marketing designs across every channel you're using. A consistent, clear design strategy also conveys a professional appearance for your company!



## PRINT FACT #3: Specialty Finishes Help You Stand Out

Adding a unique finish to your printed materials can provide a “wow” factor to your marketing, helping you to stand out that much more in a competitive market. These finishes not only elevate the overall appearance of your items, but also create a memorable tactile experience that keeps you top-of-mind.

Some of the most popular finishes include:

- **UV coating:** Adds a high-gloss finish that can highlight specific items in your design, such as logos, headings or photographs.
- **Embossing/debossing:** Creates a three-dimensional effect by either raising or imprinting text and designs into the material, providing an inviting tactile sensation for recipients.
- **Die-cutting:** Custom-cut shapes add visual interest and uniqueness to materials such as brochures, postcards and business cards.

Whether you're handing out a business card with a unique die-cut edge or a presentation folder with an embossed logo, specialty finishes can ensure your materials captivate your audience.

*STRONG DESIGN  
CAN HELP YOUR  
DIGITAL EFFORTS,  
TOO*

**55% OF  
MARKETERS**  
say that print  
materials have  
helped drive more  
website traffic.



*BETTER PRINT  
HELPS YOU SET  
YOURSELF APART*

Nearly  
**NINE IN 10  
MARKETERS**  
said that the use  
of print marketing  
materials is effective  
at improving their  
company's image.



## PRINT FACT #4: Professional Expertise Gives You the Edge

While you might be tempted to handle all of your print collateral yourself, partnering with professionals like your local Allegra team ensures a seamless result that reflects your brand's goals and values. As experts in the field, we have the tools, knowledge and experience to ensure you receive materials that are polished and memorable.

You never have to handle it alone with a team like Allegra by your side. Count on us for consistency across all of your marketing channels, as well as custom-tailored solutions that meet your every need. And while we handle the marketing strategies, you're free to focus on what you do best – running your business.

Whether your company requires brochures, postcards, banners, business cards or a full-blown marketing campaign strategy, we're here to help. Ready to elevate your efforts with exceptional print marketing? Contact Allegra today to discuss your goals and start developing the right solution for your business.



*PRO PRINTS  
LEAD TO  
POSITIVE SALES*

**Those who  
have used print  
marketing materials  
are more likely  
to have seen an  
increase in revenue  
than those who  
haven't.**

**(55% vs. 40%)**



**Do you need graphics for your next event?  
Contact Allegra to get started!**



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### SOURCES:

1. All Stats from: [Allegra's Ink & Impact Study](#)