

How Branded Envelopes Boost Your Business

We often open an envelope and then toss it aside because we're most interested in its contents. But then, that isn't necessarily the complete story. Some envelopes might interest us more than others. As you look to put your brand in front of prospective customers, do not overlook the potential value of business envelopes.

Businesses of any size need to make the most of every chance to market their products. Your mailing system and, more precisely, your business envelopes containing your marketing message, offer a fantastic opportunity.

Many people are unaware of how business envelopes can serve multiple purposes for an organization. This article looks into some benefits that your business can enjoy when using branded business envelopes.

Read on to understand how business envelopes can improve your brand.

1. Increase a Brand's Visibility

Every brand wants to make itself felt out there but there is a lot of competition to contend with already on the market. When people can look at your product and know it's your brand, you have some brand recognition going for you. Your brand is visible and stands out.

To make your brand more visible to new and potential customers in your target market, a unique business strategy is vital. If your mailings lack certain key elements, your envelope will be just another piece of unopened mail piling up on someone's desk.

Logos and brand names make your envelopes more easily identifiable. It makes sense to have your brand logo and name printed clearly on the envelope. Use a font and color scheme that best illustrates your look. Customers should be able to tell at first glance that they've received a mailing from your business.

Increasing your brand's visibility will help your customers think of you when it counts. It increases the chances of people remembering to place an order or find out more about your products and services.

2. Make a Good First Impression

First impressions matter. Business owners and entrepreneurs must know how to create an excellent first impression. How people perceive your brand when they first interact with your business will stay with them through your entire association.

Most business engagements begin with a message, often delivered in an envelope. So it could be fair to say that customers first interact with your business envelope before anything or anyone else. Make sure that your envelope sets the stage for providing an excellent first impression for your brand.

Business envelopes need to stand out enough to impress recipients at first sight. Potential customers take you more seriously if your correspondence has all the elements that represent your brand professionally.

3. Improve Engagements

Getting people to open your direct mail envelopes isn't easy. You can implement several techniques to enjoy a higher open rate, and using business envelopes is one of them.

Branded business envelopes prompt addressees to open them more readily. Even with electronic mailings sent today; people click more often on those with appealing graphics. Thus, there has to be something that will trigger your audience to take the desired action, such as clicking on and opening mail.

A good mail design expert can help you create envelope designs no matter the size. Take the #10 envelope in the picture above as an example. Because of its size, designing custom 10 mailing envelopes needs to be strategic. There's not much room to work with but the right placement of your branding can solve this.

Including a logo on the bottom right corner of the #10 envelope is a great option. It gives your business envelope a classy, clean, and professional look.

4. Good for Marketing

There are several ways for brands to market their products or services out there. Businesses need to use all available avenues to present their products to target audiences. One of the best ways to market a brand is to use business envelopes with logos and brand names printed on the sides.

Branded envelopes sell a brand anywhere and everywhere they get delivered. Everyone from those organizing the mail at the post office to the delivery man can see your logo.

You want to make the most of every opportunity. Find a good envelope printer and create a perfect design for your logo- and brand-imprinted business envelope. Keep open every avenue for marketing your brand.

5. Spark Potential Customers' Curiosity

A good envelope can make a massive difference in your prospect's expectations. A business needs to get their potential customers curious about their brand before they can expect anything from them. Well-branded envelopes can play a role in helping companies spark some curiosity in potential customers.

More curious customers mean a higher conversion rate for your business. An envelope that isn't appealing enough may never get opened and won't serve its purpose. So you will need to ensure that your addressee feels curious enough to check out what's inside your envelope.

The best way to ensure this is to use business envelopes! Branded envelopes attract those who've interacted with your brand and those who haven't yet. This should tell you how much of a difference a good envelope can make to your brand.

6. Help in Company Branding

Building a brand takes time. And what many people don't know is that it's the small things that matter. Things like the envelopes you use when sending personal or business messages can help shape your brand's image out there.

Customized business envelopes represent your brand best. Every tiny detail on a piece of direct mail needs to tell your audience that it's from your business. This way, the word on your brand spreads quickly, even to audiences that may be harder to reach.

A logo on your business envelopes helps people remember your brand. You can also include these elements on your letterhead—every reminder helps your branding. There will be no need to introduce yourself or your brand in the future once people can identify your business from your logo.

7. Proof of Official Letter

Business envelopes help prove that communication is legit and official. There are people out there targeting your audience, looking to manipulate and steal from them. As a brand, you need features that can create a distinction between you and those looking to copy you and damage your reputation.

Using business envelopes is one of the best ways to guard your brand. People denote a branded envelope as mail arriving from a trusted source.

When you use plain envelopes, your target recipients (if they even bother to open such mail) may not know if they can trust the information. Or, they could end up giving out sensitive information to scammers thinking they're giving it to you. A branded envelope thus helps verify the authenticity of communication with your target audience.

8. Builds Credibility and Trust

Customers in different industries are careful with brands that they deal with online and offline. The internet has been one of the most used platforms of scammers looking to steal from brands. But that's not to say that businesses and their customers cannot get attacked through offline means.

Direct mailings offer criminals an opportunity to attack businesses and their customers offline. They can send communication, disguising it as an official message from a trusted source. This can lure people into cooperating with the attackers and exposing themselves to severe hazards.

A branded envelope helps build trust between your brand and potential customers. It makes it easy to verify the source of direct mail before responding to it or taking any action.

Conclusion

Using envelopes to sell your brand is one of the most significant steps you can take when looking to take your business to another level. However, it depends on how you execute your plan, as you need a talented designer to help you create envelopes that will best represent your company.

Mentioned above are some crucial benefits businesses gain from using envelopes. Envelopes aren't only vital for mailing personal information and marketing materials. They can speak for your brand. They tell people about your business.

Brand your envelopes well. They need to embody your brand in different ways to engage with potential customers. We cannot overstate the importance of investing in business envelopes to ensure that they'll do more for your business than just carrying correspondence.

Source: Daniel Martin, Creative Fabrica