

# HOW TO BOOST BUSINESS WITH A NEW BRAND IMAGE.

Trust MBE Print & Marketing Solutions  
to refresh your business this Spring.



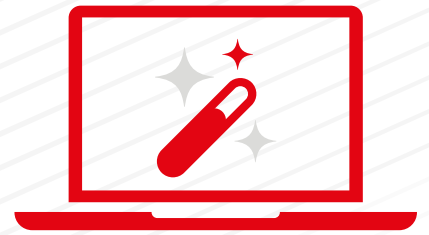
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# Give your business a strong and fresh image.



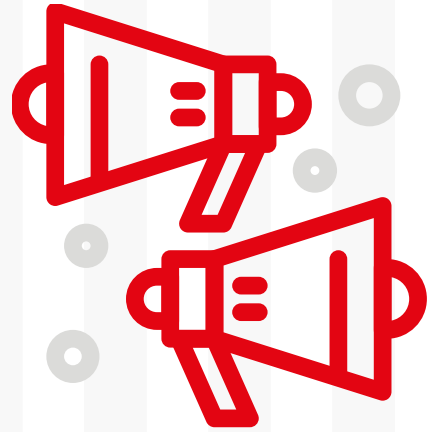
**A solid brand image** can boost your business. It can attract the right target, expand the customer base and make a brand **recognizable** in the eyes of people. It can convey the brand's values and make it gain a special position in the mind of clients.

With the right **solutions** and the right business **partner** you can give your business a **whole new strength!** A solid marketing strategy, a well-balanced planning or an impactful communication are just some examples of what you can achieve with a strong and effective brand image.

**Do you want to know more?** Just keep on reading to discover some simple steps to give your business the spring it deserves.



# Make sure your brand image is consistent.



**Build a brand manual.** That's the first thing to think about, the **golden rule** to take care of your brand identity and ensure it has a consistent impact on all your communication channels.

## Where to start from? Dos and Don'ts!

Here are some questions you should ask yourself to understand if you're managing your brand identity correctly.



**What can and cannot be done** with your logo and other visual elements?



**What's your official typography font** and **how it must be used** across different supports (emails, web page, social media and so on)?



**How does your brand image work** across **social media, website** and, **printed materials**?



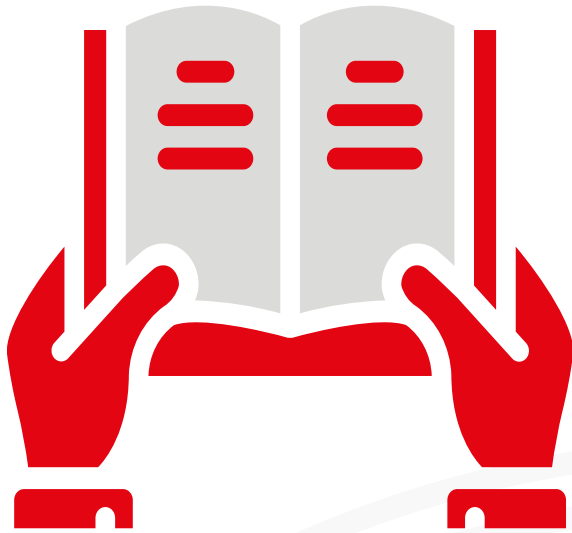
**How to reflect your brand values** in verbal and visual language?

In order to **build consistency** no one of these steps can be missed. Are you wondering **what advantage investing** in the structuring and consolidation of **your brand image can bring you**?

**Try to do this:** put yourself in the shoes of **today's consumers** and think about how many new brands they come into contact with every day. How many images are seen on social media, how many newsletters are received. **Being recognized in a crowd is a long and tiring job**, but with the right resources nothing is impossible.

Use all the potential of MBE Print & Marketing Solutions!

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# Create messages people want to read.

**Engage.** That's the **keyword**. People listen to the story you want to tell. But to get them involved, you have to emerge in the right way, with the appropriate language.

It's a **key aspect** of your strategy: **flyers, posters, brochures** and any other support you choose for your plan have very **specific** visual and verbal **codes**. Adopting a **language that is consistent** with their requirements helps you harness the potential and be more effective.

So, of course, consistency is crucial for **engagement**.

But always accompanied by another **fundamental ingredient: CREATIVITY**.

Here are some tips to create effective communication materials:



## **BUILD A VISUAL IMPACT OUT OF THE BOX**

Try different combinations of colors, fonts and graphics to build an eye-catching layout.



## **CREATE A DISTINCTIVE LANGUAGE**

Dare with messages and create a style that reflects your brand values, without being afraid to take some risks when it comes to creativity.



## **TALK TO THE NEEDS OF YOUR CUSTOMERS**

Create a communication that combines the benefits of your products or services with the needs of people. Creating the right match makes it easier to hit the target!

**Create a story people want to hear.** Give your communication maximum impact with MBE Print & Marketing Solutions.

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# Turn your packing into an experience.



**The promise you make to your customers**, the experience they will have thanks to you. This is what you sell. Even before your product or service. **What immediately reaches people** is the **idea** you give **of your brand**.

In one word: **Packing**! It's the business card for your products.

What you say with packing is crucial to your customers' **purchasing process**.

Here are the **decisive elements to play your cards right**:



## **A BEAUTIFUL DESIGN**

The color, the graphic style, the premium feel. Packing gives free rein to creativity. Mixing these ingredients the right way helps you catch people's eye and impress your customers.



## **SUSTAINABLE MATERIALS**

Being eco-friendly is crucial and strategic nowadays. People are asking for reusable materials and plastic-free packing. If you want to stay relevant and competitive you should go green as soon as possible.

Do you want to **boost effectiveness**? Enrich your packing with personalized gadgets or unexpected gift boxes! Anniversaries and holidays can be a perfect opportunity to enhance your look in the eyes of your customers.

Create impactful packing with MBE Print & Marketing Solutions.

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# Be your best online.

It's undeniable. Taking care of your online presence today is **more important than ever**.

That's because online is where more and more **customers** are looking to purchase, **make choices**, get inspired and find what they want. And it's online that you should intercept new customers using the most effective channels and tools available on the market.

**Here's the "must-have"** to meet your customers' expectations online:



## **WEBSITE**

Intuitive, easy to use, impactful in terms of design, performing and optimized to strengthen your positioning on search engines.



## **E-COMMERCE SHOP**

Functional, intuitive in order management, high performing, able to sustain traffic and create conversions during seasonal peaks such as holiday seasons, sales, etc.



## **SOCIAL MEDIA COMMUNICATION**

Engaging, consistent, customer oriented.

Of course, life isn't all online! That's why it is good practice to **mix digital tools** and **offline channels**, making them work together.

Enhance your online presence with MBE Print & Marketing Solutions.

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# Be ready to refresh.



**Is the market constantly changing?** Yes. What about you?

You know you have to keep up, but how to do that properly? Your logo, your brand assets, your image need to **stay fresh and relevant to your target customer**, because their taste changes over time at **astonishing speed**, and a good **branding strategy** must be able to predict this, helping you to react at the right time.

Want examples of what you can do? Here are **three tips** for you.

## LOGO

Always keep it modern and in line with changing trends. Your logo must always be able to best express the values of the brand, which can evolve over time.

## SOCIAL MEDIA

Spice up your communication with ever-new creative ideas, riding the trends that are created in social networks.

## SHOP WINDOWS

Schedule a regular refresh that highlights seasonal content, marketing campaigns, etc., to make your shop windows perform at their best.

The **loyalty** of your customers also depends on your **ability to renew yourself**. Show what you can do. Updating your way of communicating certainly doesn't mean being inconsistent with your identity. **A business that always knows how to renew itself** to follow its audience shows that it has people's needs at heart.

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# **REFRESH THE IMAGE OF YOUR BUSINESS**

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