Wilmer

How Wilmer works to help you succeed

6 TIPS FOR HIGHLY EFFECTIVE BRAND BUILDERS AND BUSINESS GO-GETTERS

1 Seize new opportunities with service.

From banks and credit unions to investment and accounting firms, the financial market is ripe with new business opportunities for dealers. In fact, the financial and insurance industry continues to grow every quarter, with a reported 4% increase in real gross output in the second quarter of 2018.

(Bureau of Economic Analysis).

2 Be a brand partner.

Rules and regulations in many sectors of the financial industry limit companies' abilities to utilize digital marketing through popular channels like Facebook and Twitter. By helping your customers create a unique, consistent message and market niche with powerful print tools, you can help them effectively build their brand image (and establish your own brand as a partner for success at the same time).

80%

Color increases brand recognition by up to 80%.

(Source: University of Loyola)

Visit 4wilmer.com

BONUS TIP: Here's a quick, easy habit to pick up: visit 4wilmer.com regularly for more information on Wilmer's full line of **Presentation Folders and Labels Products,** ideal for businesses in the financial services industry.

Wilmer's full line of Presentation Folders and Labels Products, ideal for businesses in the financial services industry.

3 Dare to differentiate

Even though many business documents are a commodity, it doesn't mean YOU are, too! In fact, it presents you the perfect opportunity to differentiate yourself from competitors. Here are some ways to stand out:

- Immerse yourself in the industry. Each financial services market has unique needs, challenges, and opportunities.
- Zero in on specific sectors, then make an effort to become fully knowledgeable in that area.
- Conduct online research, ask your customers and prospects specific questions, attend industry trade shows or seminars.

This will allow you to provide the best solutions to help financial businesses market better and operate smarter.

4 Make a lasting Impression with Presentation Folders

A world dominated by digital technology and channels is here to stay. As a print provider, this actually presents your customers with an opportunity to stand out with print marketing tools such as Presentation Folders. Because printed materials engage more of the senses – sight, touch, even smell – they create a deeper, emotional connection with the audience making them more memorable than digital media. This, in turn, can help develop a positive brand association and motivate customers to act.*

*(Source: www.mamumediallc.com, www.entrepreneur.com)

Branding begins here! Wilmer

Presentation Folders can be one of the hardest working tools in a financial marketer's print toolbox – establishing branding and messaging on the outside while housing important informational materials inside. From report covers, document folders, file folders, and more, Presentation Folders provide a positive first and lasting impression on the target audience since they are more likely to be saved by recipients compared to other forms of printed communication. That's good news for the community banks, credit unions, accounting and investment firms, and other financial markets you serve.

Custom Presentation folders are an excellent way to make a quick positive impression. Need more information?

Call 888-567-7373 or email us ...cs@wilmerfolders.com

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5 Unlock the Potential of Labels.

If you look closely, labels are everywhere. And the financial industry is no exception. According to a recent report by Modor Intelligence on the global print label market, "Labels play an important part in the marketing of a product, product identification, brand promotion and logistics, thereby representing the key element of the packaging in all industries. The design of the labels reflects a brand's message and its identity."*

Businesses in the financial sector can use labels for a myriad of practical and promotional applications:

- **Promoting branch locations & contact information**
- **Calling attention to an important message on mailings**
- **Celebrating business milestones and anniversaries**
- **Promotional giveaways at community events, seminars, etc.**
- **Identifying important documents/notices**
- **Keeping files and documents organized**

*(Source: mordorintelligence.com)

Make it Custom

Custom labels allow your customers to promote their brand or key message exactly the way they want. Wilmer brings their ideas to life in a variety of available options:

- **Custom or Standard Shapes and Sizes**
- **Choice of Stock**
- **Specialty Printing – Custom Ink, Foil, Embossing**
- **Variable Data Printing**
- **Consecutive Numbering**
- **Barcoding**

And because saving time and money are at the top of your customers' wish list, Wilmer Custom Labels are available with new lower pricing, produced in 48 hours or less, and most orders arrive within 3 days of shipping.

Digitally Printed "Mosaic" Labels

Customized labels for unique & variable information. Mosaic software creates limitless unique labels. One piece of artwork equals millions of combinations. 100% unique labels every time. Include variable data or customize to end users by name.

Contact the Label Customer Service Team **800-443-8847 or cs@wilmerlabels.com**

6 Put Wilmer to work for you.

Like many distributors, you value the independence and control you have over your business on a daily basis. But that doesn't mean you're alone. As a Wilmer partner, you maintain complete control while reaping all the benefits Wilmer has to offer that make doing business smarter and more profitable. Wilmer provides the tools you need to help with record keeping, invoice processing, product promotion, and staying on top of current news and trends in business.

- **Outstanding Sales Support**
- **Expert Customer Service**
- **Published Net Price Lists**
- **Convenient Payment Methods**
- **Personalized Marketing Materials**

Just for YOU: yourwilmer.com

There are two things that make the Wilmer experience complete: YOU and yourwilmer.com, the online portal that conveniently brings everything Wilmer right to your fingertips faster, easier and more secure.

For example, you can:

- ***View Order Acknowledgments***
- ***Track Shipping***
- ***Set Up Email Notifications*** *(Acknowledgements and Order Tracking)*
- ***Place Exact Reorders***
- ***Access Wilmer Invoices***
- ***Pay Invoices via PayPal***

See our complete product line visit 4wilmer.com