



LANSING
MARKETING SERVICES

**ELEVATE YOUR VISIBILITY.
GROW YOUR BUSINESS.**



Printed Materials

Lansing Building Products is dedicated to helping your business grow. Professional looking marketing pieces can help your company look its best and ultimately close more deals.

Postcards Referral Cards Coupons

8.5" x 5.5" standard size
Other sizes available



Fliers

8.5" x 11" standard size
Other sizes available



Door Hangers

4.25" x 11" standard size
Other sizes available



Brochures

8.5" x 11" bifold & trifold standard sizes
Other sizes available



Job Signs

24" x 18"
3/16" corrugated plastic
H stake included
Other sizes available

Literature Holder

Freestanding holder with 48" metal stake.
Holds approx. 100 sheets of 8.5" x 11"
flyers. Also includes a business card holder
inside the box at the upper left hand corner.



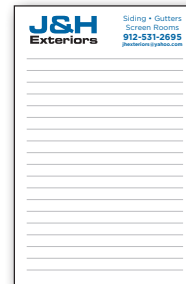
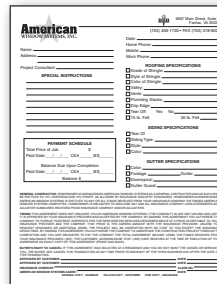
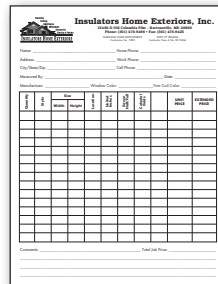
Truck Magnets

18" x 12" standard size
.034" weather-resistant magnetic material
Other sizes available



Business Forms Contracts Notepads

Various sizes available
Available with carbonless copy pages



Presentation Folders

9" x 12" standard size
Fits 8.5" x 11" documents inside



Business Cards

2" x 3.5" standard size
Sticker versions also available



Lansing's Marketing Department also offers:

customized pitchbooks (digital format and printed) • product sample boards
large banners • print and web ads • direct mail • logo design and more

Homeshow Items



Our homeshow items include Banner Stands, Table Throws, Vinyl Banners, Displays and more!



Direct Mail Services



Creative

We'll develop a design that will help communicate your company message.



Printing

Your postcards will be printed and kept on-site for ongoing mailings.



Address Lists

We will compile customized mailing lists. Demographics include options such as age of home and homeowner income.



Mailing

We will mail your postcards out via USPS. We can provide the mailing list to you. (no phone numbers)



Get your company message in front of potential customers.



Grow your business.

Wearables & Promotional Items

Embroidered Clothing

Embroidered with your logo

All items can be customized to fit company's needs.



Polo Shirts



Woven Shirts



Jackets & Fleece

T-shirts

100% cotton or 50/50 blend

Short sleeve & Long sleeve

Silk screened with your logo



Hooded & Crewneck Sweatshirts

100% cotton or 50/50 blend

Silk screened with your logo



Promotional Items

We can print your logo on almost anything!



Can Coolies



Hats



Magnets



Tumblers

We offer a wide variety of wearable and promotional items. Contact us to find a product to best fit your company needs.

Logo Design

Need a company logo? Let us design one for you!



Advertising Images

Need beauty shots for your marketing project?

We have many to choose from.

Contact us for images to help convey your message.



Digital Marketing Services

We Offer the Digital Marketing Tools to Help You Succeed

WE CAN ASSIST WITH



Custom Websites



Search Engine Optimization (SEO)



Retargeting Banners and Geofencing



Paid Search



Social Media/Email Newsletters



Fill out the Contact/Report form at **LBP@sociusmarketing.com**
to get a **free snapshot** of your company's digital presence.

Contact Andrew at Socius Marketing to learn more!

amccartin@sociusmarketing.com

(813) 906-0781

**Ask about special
discounts for Lansing
Customers**

How to Get Started

Email your order or questions to:
customer.marketing@lansingbp.com

Be sure to include:

- Lansing Branch Location/Name
- Your Name
- Company Name
- Company Phone Number
- Lansing Account Number

Don't forget other specifics such as:

- Size
- Color
- Quantity
- Style
- Images and logos to be used
- Special information to be included on the piece such as website address, specials offers, etc.

*Please allow approximately 2 weeks for initial design proofs.





LANSGING

MARKETING SERVICES

We are committed to becoming your strategic business partner.
Our professionals will work with you in developing a custom marketing program that will effectively communicate your company message.

We will assist you with:

Brand Development • Increasing Lead Generation
Increasing In-Home Close Ratio
Increasing Profits



IN-HOME FINANCING MADE EASY

Lansing Green can help you:
INCREASE YOUR SALES • GROW YOUR BUSINESS

By offering financing options to homeowners, you can:

- Close more sales
- Reduce job cancellations
- Do larger projects - Credit limits up to \$65K
- Know your customer has a way to pay for the project
- Improve customer satisfaction



APPLY NOW TO GET STARTED

www.greenskycredit.com/apply
or 800-357-1558

Be sure to use Sponsor Number: **390**



www.lansingbp.com • customer.marketing@lansingbp.com

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