



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



Flyers

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.



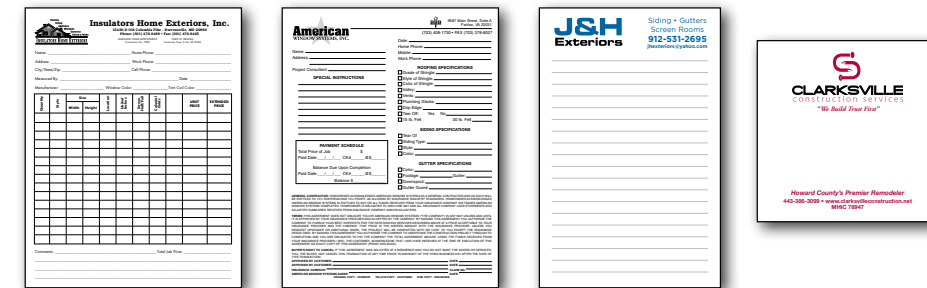
Truck Magnets

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!



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



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.

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!



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



Ask about special discounts for Lansing Customers

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



Advertising Images

Need beauty shots for your marketing project?

We have many to choose from.

Contact us for images to help convey your message.



How to Get Started

Email your order or questions to:

customer.marketing@lansingbp.com

Be try to include the following:

- Your Name
- Company Name
- Lansing Branch Location/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.





LANSSING

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:
Help Your Customers. Close More Sales. Grow Your Business.

- Fast, simple, paperless application process
- Two lenders on one platform for customers with challenged credit
- Several loan options with NO dealer fee
- "Know Before You Go" soft credit technology

What are the requirements to qualify?

- Nearly all contractors qualify
- No minimum time in business
- No minimum annual sales volume



APPLY NOW TO GET STARTED
www.OPTIMUSFinancing.com/Lansing
or 800-357-1558



APPLY NOW



SCHEDULE A DEMO



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

