



**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.



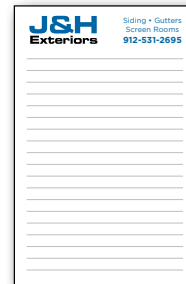
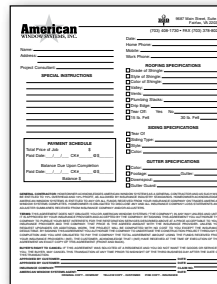
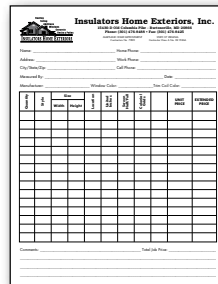
## Truck Magnets

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!**



# 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.markethardware.com](http://lbp.markethardware.com) to get a **free snapshot** of your company's digital file.

Contact Doug at Market Hardware to learn more!

[doug@markethardware.com](mailto:doug@markethardware.com)

(301) 263-7022

**Ask about special discounts for Lansing Customers**

## How to Get Started

Email your order or questions to:  
**[customer.marketing@lansingbp.com](mailto: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](http://www.greenskycredit.com/apply)  
or 800-357-1558

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



[www.lansingbp.com](http://www.lansingbp.com) • [customer.marketing@lansingbp.com](mailto:customer.marketing@lansingbp.com)

© 2020 Lansing Building Products Inc. All rights reserved.