

StickerYou Sees AI Fueling a New Wave of Affordable Marketing for Small Businesses

Company sees businesses incorporating AI into the design process to create professional-looking branded materials faster and more affordably

TORONTO, ON, CANADA, August 18, 2026 /EINPresswire.com/ -- Small businesses are increasingly incorporating artificial intelligence into the creative process to compete with larger brands, and [StickerYou](#) is seeing the trend play out in real time.



Based on proprietary customer insights and order trends, StickerYou is seeing a growing number of businesses using AI-generated artwork to create professional-looking stickers, labels, packaging and promotional materials, allowing entrepreneurs to move from an idea to a finished branded product faster and more affordably than ever before.

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“AI lets small businesses create professional designs in minutes, test new marketing ideas quickly and order exactly what they need. It’s leveling the playing field.”

*Andrew Witkin, CEO,
StickerYou*

The shift comes as StickerYou's customer base continues to be overwhelmingly business focused. Today, 85% of the company's revenue comes from small businesses and organizations, with entrepreneurs looking for affordable ways to strengthen their brands, personalize customer experiences and bring products to market quickly.

"AI has fundamentally changed the creative process," said Andrew Witkin, CEO of StickerYou. "A business owner with an immediate need can create a professional-looking design in minutes with AI and then order custom stickers or labels in exactly the quantity they need. Small and

medium-sized businesses can now test ideas for merchandise and marketing in a much more iterative way because the design process can quickly generate new concepts and most of our products have no minimum order quantities. The speed and professionalism of the execution is

what's leveling the playing field through AI."

The combination of AI-powered design and on-demand production is also changing how small businesses approach marketing. Rather than committing significant time and resources to a single idea before knowing how customers will respond, businesses can create and test multiple concepts, personalize messaging for different audiences and quickly turn successful ideas into physical marketing materials.

Retailers are putting that flexibility to work across a range of applications, including limited-edition promotions, window graphics, product launches, loyalty programs, QR-code activations, event giveaways and branded merchandise. AI can help accelerate the creative side of the process, while short-run production allows businesses to order only what they need and adjust their approach based on what resonates with customers.

According to StickerYou's research, business owners are looking for three things above all else: to look more professional, save money and save time. AI-powered design tools combined with on-demand production are helping them accomplish all three by reducing traditional barriers to creating and testing custom branding.

"We're watching a fundamental shift in how brands think about marketing," added Witkin. "Businesses can test more ideas, personalize their messaging and produce exactly what they need, when they need it. AI is a great tool for quickly developing and testing concepts, but there are still situations where professional designers play an important role, particularly when artwork needs to meet precise specifications for larger-format or more complex custom products including product packaging labels. And when an idea really takes off, businesses can bring in designers, content marketers and other creative professionals to elevate the execution and amplify the idea. AI isn't replacing that expertise; it's giving businesses another tool to move from an idea to execution faster."

As retailers continue investing in personalization and localized marketing, StickerYou expects demand for short-run printed products to continue accelerating, particularly among businesses incorporating AI-powered creative tools into their design and marketing processes.

About StickerYou

StickerYou is a custom printing company that helps businesses, retailers and creators produce professional grade custom stickers, labels, decals, magnets, temporary tattoos and packaging on demand. With no minimum order quantities and extensive customization options, StickerYou empowers businesses of every size to create professional branding and promotional products quickly, affordably and in any quantity. For more information, please visit StickerYou.com and follow @stickeryou on Instagram.

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