



How Can

PRINT

Help Your Marketing?



EXPLORE THE POWER OF PRINT

Print marketing remains an effective way to go above and beyond when it comes to your marketing tactics. Perhaps most importantly, it can help you take your branding and promotional efforts to a level that digital marketing has yet to reach!

When designed and executed properly, print marketing campaigns continue to have the potential to infiltrate the blind spots that digital-only efforts can't reach. Studies have shown that online, the odds of readers returning to your content after the first glance are slim. Print marketing goes beyond and sticks around in a way that digital options simply can't compete with.

There are plenty of obvious advantages to incorporating print marketing into your mix – and just as many that can be overlooked, too.

Gain a Creative & Competitive Edge

By its nature, print marketing requires actual real estate – it's tangible and it takes up space, remaining visible and encouraging repeated viewing. It's a competitive advantage for your marketing that digital options like email and social media can't match.

Other positives for print include:

- Customers enjoy getting quirky, entertaining and captivating print marketing that grabs their attention and frequently puts a smile on their faces. With print marketing options, you have a truly unlimited level of customization that can allow your materials to embrace and enhance your brand voice.¹
- Much of the information being presented in online ads gets glossed over. With so much for people to view online at a time, it's easy to go unnoticed. Print marketing solves this problem, bypassing the noise and delivering your message into the hands of your customers.¹
- Print marketing provides businesses like yours with the opportunity to add weight – and tangibility – to word-of-mouth and referral marketing.¹

DID YOU KNOW?

56% of CONSUMERS find print marketing to be the most trustworthy type.

Source: Data & Marketing Association

SOURCES:

1. "6 Reasons Why Print Marketing Is Still Important for Your Brand," 11, Mar. 2023. <https://www.ronkot.com/print-marketing-importance-for-business/>

Improve Trust with Customers

There's something about being able to actually pick up and look at a physical object that adds a layer of trust to certain types of marketing, including printed pieces. Whether it's the nature of holding something tangible, or knowing that your company took the time to design and print it – print marketing helps build trust with your customer base.

Consider these key stats:

- 82 percent of consumers report that they trust print marketing the most when it comes to making a purchasing decision.² This means your print marketing could be adding to your bottom line in a much bigger way than other options!
- 56 percent of consumers said that they trust print marketing more than other kinds of advertising – and 34 percent said they specifically trust print more than online search engine ads.¹ Blending print with other forms of marketing can be a differentiator for your long-term success!

Customize Your Messaging

Thanks to advances in data management and variable printing techniques, it's easier than ever to cater all forms of marketing to your audience – and this includes printed materials! Variable data printing empowers your business to create more engaging materials by customizing text, images and even offers for individual customers. Leveraging this information can turn a one-time buyer into a lifelong client.

The payoff for customization?

- 75 percent of consumers report that they feel special when receiving a print advertisement.³ Taking the time to customize your print can lead to stronger, sustained engagement from this segment of your audience.
- Print is preferred – 73 percent of consumers said they prefer receiving print ads over other forms of marketing.³ Cutting through competitors' print ads by adding a layer of customization can help you make a bigger impact.

Maximize your Media Dollars

Being efficient with your marketing budget is often a tall task – you want to have the biggest impact on your business without having to worry about whether or not a campaign will break even. Fortunately, print marketing is one of the most versatile options available. There are many ways to alter your print marketing campaigns or to fold them into a larger multimedia effort.

SOURCES:

1. *6 Reasons Why Print Marketing Is Still Important for Your Brand*, 11, Mar. 2023.
<https://www.ronkot.com/print-marketing-importance-for-business/>
2. *Print Marketing Trends 2023*"
<https://shamrockcompanies.net/print-marketing-trends-2023/>
3. *The Most Important Print Marketing Statistics for 2023*"
<https://www.linemark.com/the-most-important-print-marketing-statistics-for-2023/>

Consider the following:

- Blending a print effort with a digital one can have a huge impact. Studies show that print and digital marketing, when implemented together – such as using a QR code on your print ad to drive to a website – can improve the effectiveness of your marketing by 400 percent.¹
- Print ads are great for generating both sales and new leads. They can be used to reach customers who have visited your website but haven't made a purchase yet. They can also be used to attract new customers who haven't visited before.⁴ Using data to target different segments of your audience can help you achieve the results you're looking for.
- Worried about the cost of paper and other printing supplies? Choosing a lighter-weight paper can save marketing dollars on both supply and shipping costs. With so many options available, it's easy to pick print supplies that make sense for you, your business and your budget.
- Consider going big! In some markets, a quantity-focused approach can help get your name into your community for fewer dollars per impression – direct mailers can go out to as many as 5,000 recipients for as little as \$1,500.⁵

It's easy to see. Print is powerful! Incorporating print into your mix can have a big impact for your business.



When you're ready to see what print can do for you, contact Allegra to start the creative process!



SOURCES:

1. *6 Reasons Why Print Marketing Is Still Important for Your Brand*, 11, Mar. 2023. <https://www.ronkot.com/print-marketing-importance-for-business/>
4. *Why Print Marketing Still Works Your Business*, 14, Aug, 2022. <https://www.linkedin.com/pulse/why-print-marketing-still-works-your-business-2022-/?trk=pulse-article>
5. *What is the Cheapest Way to Advertise?* 14, Jul., 2023 *What is the Cheapest Way to Advertise? - Small Business Trends* (smallbiztrends.com)