

# Print Marketing

## Top Ten Reasons



**94%**  
the percentage of  
**multi-channel**  
campaigns in  
which **PRINT**  
is an element

(Canon, 2013).

**56%**  
**OF PEOPLE**  
regard print  
marketing as the most  
**TRUSTWORTHY**  
of media channels

(fast.MAP, 2013)

### 1. Print sends them searching

Print increased online search – with websites offering a virtual sales person 24hours a day seven days a week, print can help you bring people to your virtual window. Studies show that **67%** of online search is driven by offline messages. Of this **39%** ultimately make a purchase (Plumtree Marketing, 2011).

### 2. More engaging

Consumers are more engaged when reading printed material, unlike websites, which are often skimmed in as little as 15 second visits, printed material offers a longer time to engage and catch your potential customer's attention. The very nature of printed brochures' physicality demands an action 'I'm in your hand, now you must read me or do something with me' (Print Power, 2014).

### 3. I want to be a creative

A lot of brands take advantage of the creative potential of print marketing with many using innovations such as lenticular inks, heat sensitive thermochemical inks, holograms, scented paper, 3D techniques, pop-ups and cut-outs to grab attention and stand out (Print Power, 2013).

### 4. Total recall

When companies are wanting to leave a memory in their customers' minds, print is the strongest performer. People remember what they feel and see more than what they just hear. Not only do you gain an advantage by putting something into the hands of customers, the unique design will make that item more memorable (Bigelow and Poremba, 2014).

### 5. Follow the trend

Print holds a sense of legitimacy. The saturation of banner advertisements, e-marketing emails and digital communications in general can be overwhelming. The fear of spam, viruses and privacy invasion is enough to make people wary of clicking. There is no imminent danger in picking up a printed brochure (Forbes, 2012).

### 6. Affluent

The 2013 Ipsos Affluent Survey reaffirmed the power of print marketing in affluent lives. From 2012 to 2013 the number of affluents who read a print publication rose to more than 50 million (Ipsos, 2013). Print marketing has the right tools to produce high-end quality with locational photography, styling and aspirational values that conveys luxury and glamour.

### 7. Hand in hand

Print and digital work together and deliver optimal marketing results. Business cards carry LinkedIn and Twitter URLs, QR codes and augmented reality technologies are launched from print publications. Research consistently shows significant jumps in ROI when print and digital marketing tools are adopted across one campaign. Each having their strengths, digital media pushing longer conversation time to its' print cousins.

### 8. Building the relationship

Print media has a close relationship with its readers. Print is often called the 'me-medium', as it can become an integral part of its reader's world. However this relationship extends beyond the initial read-through. Because print is easily put down and picked up, it sticks around in the household or workplace, read again and again by others that come across it (Print Power, 2014).

### 9. Mass and one-to-one contact

Print media exists in many forms: from mass media (hundreds to millions of copies) to one-to-one (the personalised version). In between, there are formats such as the personalised newspaper or magazine – titles that have content tailored to the specific reader. Flexibility and adaptability in print technologies allow the marketer and brand owner to choose exactly the right print media for their brand.

### 10. Sensational print

Inks can add to the print experience with perfume samples, food flavours such as coffee or chocolate, natural essential oils such as lavender and lemon are now being added to inks to add fragrance to the page, even generating certain feelings and memory triggers within the reader.