

**Marketing comms: print
or digital, which is best?**



Marketing thinking.

Print vs Digital

Cohesive thinking.



Saving money on marketing is prudent but it must be about spending your budget wisely.

So what are the differences?

Print	Digital
Offline	Online
Direct Mail	Email
Advertising	SEO v PPC
Brochure	Website
Paid Newspapers and Magazines	Free Online Publications
Advertorials / PR	Blogs/Online Editorials
Flyers	QR Codes
Outdoor Posters	Augmented Reality

Prefer print?

Advertising: print marketing usually refers to advertising space in newspapers, magazines, newsletters.

Distribution: printed materials intended for distribution include direct mail such as postcards, brochures, letters, and flyers.

Physical: printed materials makes a brand 'real'; receiving a leaflet is not easily missed, it resonates professionalism.

Print run: printing 1000s of leaflets can be costly, but it depends on size and some quantities are more economical than others.

Engagement: an advert in a magazine or a flyer through your door requires physical interaction to ignore a message; you've got their attention, it can't be deleted.

Memorable: even putting a leaflet or letter in the bin means you've seen it. A strong message will stick with you even if you recycle it.

Size: print offers flexibility in format, one size does not fit all, but if carefully chosen for your target it can reap rewards, i.e. A4 brochure, pocket sized die-cut flyer, high street poster.

Design: printed material needs to stand out, be bold and creative and on-brand, so smart design is essential.

Going digital

Cost-effective: often digital can be cheaper and easier, plus sending an e-newsletter is incredibly simple and relatively inexpensive.

Flexible: you don't need an agency's help once the template is set up, you can adapt it to suit your needs and continue to save costs.

Segmentation: target different types of customer through email campaigns, tailor news to their specific interests, age groups or location.

ROI: personalise adverts and measure who has seen it, even down to the most responsive day or time to improve and tailor future campaigns.

Content: the title needs to grab your attention, have the right tone-of-voice, so clever content can be crucial to secure a positive response.

Compatible: digital media must be compatible on all platforms (desktop, tablet, mobile) to ensure consistency of brand messaging.

Social media: choose the right channel for the right content, for example many readers prefer scouring social media to browsing the digital versions of conventional papers and magazines.

Personal: fine tune your call to action, by including personalised URLs you can usually see a boost in response rate of 3 to 5 times.

Interactive: 75% of journalists say they want a video in their online press release, so give them an opportunity to see and hear what they want.

Analytics: use them to your advantage and continually track effectiveness to adapt your campaigns to improve conversions to sales.

Physical meets digital

Transparent messaging: throughout the integrated offline/online journey have strong a call-to-action which is a 'meaningful' offer to your audience.

Stand out: have clear visual connection between and across all channels.

Clear target: drive prospects to respond from offline to online, it's more responsive and trackable.

Adaptable: ensure both print and digital media can be customised and personalised.

QR codes: use on leaflets, it blurs the line between offline and online encouraging a higher conversion to your website and can help manage the success of a printed campaign.

Augmented Reality: requires a bigger budget, a reader can upload their app to scan a flyer and it bursts into life, with clickable content.

USB webkeys: a paper webkey is dynamic print media-to-web tactical solution. It can be printed and programmed to track its success rate. They are particularly successful where there is a need for code compliant print material.

Best of both worlds

There will always be a need for print and evidence shows it deserves its place within mainstream media. Digital represents a more modern, targeted and dynamic approach to generating responses. It can reach out to a much broader target audience with greater precision than its more traditional competitors.

However, if you want your campaign to be results-driven, physical campaigns have a higher conversion rate than online equivalents. Integrating traditional print and digital is a strategic solution to maximise your budget.

Brands have found 62% of online campaigns are seeing an increased ROI when combined with offline marketing such as direct mail. Above all, maintain a visual connection to create a seamless experience that's consistent across all channels.

**If you would like more information please get in touch, email us at:
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