

PRINT DRIVES BOTH ONLINE AND OFF-LINE SALES

THE WORKHORSE OF MARKETING AND BRAND IDENTIFICATION

By Gerry Bonetto

Print is a powerful media ... and its power is multiplied even more when used as part of a multi-channel campaign. Print enhances the impact of television, telemarketing and the internet by providing an added dimension that's warm, inviting and highly personalizable. Print is still the most effective way to reinforce a brand's message, introduce new products or services and drive traffic to online channels.

From printed ads in magazines and newspapers to postcards, direct mail packages, catalogs, door hangers, newsletters, billboards and more, companies everywhere are using print to effectively increase their sales. Below are a few facts about the continued importance of print.

PRINT CONTINUES TO BE THE WORKHORSE OF MARKETING AND BRAND IDENTIFICATION

- **EMOTIONAL FOOTPRINT** — physical media, such as direct mail, “leaves a deeper footprint in the brain” and produces “more brain responses connected with internal feelings, suggesting greater “internalization” of the ads.”¹
- **PRINT GETS READ** – 78% of households either read or scan advertising mail sent to their household. ²
- **KEY STIMULUS** – Google™ research shows that print is the key stimulus to on-line research before a purchase is made. ⁴
- **PRINT INCREASES ONLINE SALES** – 76% of internet users surveyed have been directly influenced to purchase an item or service thanks to a direct mail piece. ⁴

- **PRINT GETS RESPONSE** — 3.40% response rate for letter-sized direct mail to a house list and 1.28% to the general public or a prospect list. This compares with email response rates at 0.12% and 0.03%, respectively. ³
- **PRINT BUILDS AWARENESS** — 73% of U.S. consumers and 67% of Canadian consumers said they prefer direct mail for brand communications because they can read the information at their convenience.⁶
- **HIGH ROI** — An investment of \$1 in direct marketing ad expenditures is predicted to return, on average, \$12.18 in incremental revenue across all industries. This exceeds the \$11.86 achieved in 2010, and \$12.03 in 2011. In comparison, non-DM ROI is expected to be \$5.26 in 2012.⁷

Print continues to be the workhorse of marketing and brand identification; when combine with the newer, electronic media, it sharpens and enhances the role of both medium, creating an exciting partnership in how to reach customers and potential customers.

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Contact: ChoosePrint.org

NOTES

- ¹ Millward Brown and the Centre for Experimental Consumer Psychology at Bangor University, “Using Neuroscience to Understand the Role of Direct Mail, 2009”
- ² United States Postal Service, 2011 Household Diary Study
- ³ Google™, “Winning the Zero Moment of Truth,”
- ⁴ Exact Target, 2009 Channel Preference Study
- ⁵ Direct Marketing Association, 2012 Response Rate Report
- ⁶ Epsilon, 2012 Channel Preference Study, accessed December 5, 2012
- ⁷ Direct Marketing Association, The Power of Direct Marketing, 2011-2012