

why print?



Print drives higher ROI

From hand to hand, office to office, mailbox to mailbox. Printing is particularly persuasive as direct mail. Print's performance through the mail can be measured in dollars and cents. In a survey by the Direct Marketing Association, US advertisers scored a return on investment of 13 to 1. People gravitate toward print. A US Postal Service study found that 85% of mail is either read or visually scanned by recipients. A great way to cultivate relationships and retain loyal customers.



Print is for keeps

The ink-on-paper medium is tangible, durable, significant, authentic. Print offers unlimited opportunities for connection. Electronic content comes and goes and your marketing disappears at the whim of the delete key. Print's durability says: Your message is significant; you cared enough to put it on paper. Print is there for the long run.

Print is portable

Fold it, stuff it, clip it, share it. Always ready, no downloading required. Take it to the beach, the bath or the board room. Think about magazine pass-along rates, 24% of readers typically pass an article along to someone else, 23% save the article for future reference, and 13% visit a related web site. Print can be carried and consumed anywhere, at any time.



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Print plays well with others

Sure, the internet is cool. What's cooler is combining print with other marketing media to attract prospects. Then, direct them to your website. The print/broadcast duo doubles the impact of using any one media alone. Print enhances the impact of all media by providing your clients with an extra dimension; one that can't be ignored because— they're holding it right in their hands. Oh, and don't forget to send them a thank you card.

Print is sought by buyers

The percent of sales demonstrates print's pulling power. Online consumers who received a printed catalog were nearly twice as likely to make an online purchase at that website. The finding comes from a comScore survey of online shoppers. Customers seek information when they're ready to buy. That's a fact supported by a 2005 Direct Marketing Association study seeking information on what generated the order. Research found that 60% came from printed catalogs, 24% retail settings and 9% internet. The moral: If you're not using print, you're missing out on customers.

Print is everywhere

Symphony programs and trade show information. Bigger-than-life or pocket-sized. For a stadium-sized crowd or the arm chair traveler. Print provides a platform for marketers and a fresh perspective for your customers. A study by the Magazine Publishers of America found that when 36 brands shifted ad expenditures from TV to magazines, media effectiveness scores doubled over time.

Print gives you control

Personalized, accessible... at a time you decide. On the airplane, at the mall, in the recliner. Telemarketing's effectiveness has sunk to an all-time low. Today, many companies stay away from the phone because they don't want their reputations damaged by over eager telemarketers. Send prospects a personalized mailing that lets them tell you the best time to call. Now you're putting the potential customer in control of the situation. There is a positive flow of information between the marketer and the consumer. The relationship grows and the sale becomes a natural progression of the power of print.



Print is credible

Get it down on paper. Having words and images that you can examine, review, show to others and keep in a safe place provides a degree of reassurance that no bit and byte medium can match. The Internet is fast, but fleeting. Conversely, the ink-on-paper medium is believable because print is real, timeless and focused. An increasing number of marketers are leveraging print's high credibility by using custom publications to get their messages out. More than 32 billion custom publications circulate annually in the United States.

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Print is beautiful

Why do they call it Graphic Arts? Because print is beautiful and printers consider every job they do a personal masterpiece. Now, advanced printing techniques make print more appealing and compelling. Photos seem to jump off the page. Special effects draw the eye and papers and inks entice readers to touch and feel your message. You can't get any closer than that.

Print is personal

Trusted, like a firm handshake. Print can be customized to reach an individual, a neighborhood, the local garden club or the entire state. Modifying your message to target specific customers is easy with print.

Print plants a seed

Timing is everything. With print you can put your message in front of your customer. They may file it, but when they decide the time is right, your information is there ready to help them take action.

Print makes a connection

A hopeful word, a reflection on the past, a smile of shared experience. Print conveys our feelings in the twinkling of an eye.



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