

On any given day the average person will be exposed to 2094 media messages, will pay attention to 52 and will positively remember 4.

So what does this tell us? That there is so much noise in the marketplace – email, mobile phones, SMS, web, tablets and all the other mobile devices. It makes you wonder whether you are feeding your client too much information and actually discouraging a relationship with them.

I'm sure that many in business can cite stories of 100 and 200 emails a day – a lot of them pointless and the sort of traffic that is becoming so overwhelming, IT groups within organisations are starting to lock down some of the capabilities.

In marketing terms, digital media has found massive acceptance among consumers. From a marketer's point of view it's quick to produce, delivers instantly and mostly costs less (in fiscal terms at least), but its toll on the environment is clearly an issue, because digital media is not as green as people think and all the evidence suggests that people know very little about this.



Print, in all its forms, is the medium to win the hearts and minds of consumers because it gets through all the clutter.

Print's key strength, when used correctly, is its effectiveness as a communications medium and the industry is awash with statistics to back this up. It's all about the return on investment (ROI). Whether it's a company looking at reducing waste and environmental impacts and improving its efficiencies, or a marketer considering what platforms to use for an upcoming campaign, it all boils down to the same three letters.

So if you really want to set yourself apart from all the noise, use print. You can spread important messages to your audience, using unique creative print pieces, to firstly get their attention and then drive them to a response. For many these days it is almost a relief to get something that you can physically read.

Print is not a stand-alone medium, and it's clear that more and more companies will get choosier about what they print and what they distribute through digital media, but it's an incredibly important part of the mix.

Print is becoming fashionable again and we should be shouting it from the rooftops, but it needs to be done in ways that focus on the many positive attributes of print and not just on the negative aspects of rival communication methods.

Why print?

The top 6 ways print helps you prosper.

We all take print for granted. Perhaps it's because print has been the world's number one communications medium for so long we tend to overlook its impact.

That oversight could be fatal to a marketing campaign, a product launch, a branding initiative or an education exercise that is trying to connect with people. People trust print. They feel comfortable using it and they can't fast forward past it.

This guide to the persuasive power of print provides the top five reasons why print should be considered. It doesn't have to be the only medium used but it most definitely should be considered whenever you want to persuade, inform or entertain.

Here are the reasons why...

Source: Rochester Institute of Technology, 2011



Print drives a higher ROI

Print is particularly persuasive as direct mail.

Research out of the UK measuring return on investment of campaigns with and without direct mail, showed **adding direct mail to a marketing campaign increased return on investment by 20%.**

The marketing analysis, conducted by Royal Mail, analysed the performance of 260 marketing campaigns across all industry sectors.

A study by the Rochester Institute of Technology Printing Industry Centre in the US found that from companies they do business with **67% of respondents like getting mail about new products.**

Why? Because people gravitate toward print and direct mail is also a great way to expand business relationships and keep customers loyal.



Print is for keeps

Digital media content comes and goes, and when it's gone a marketing or communication initiative disappears with it. Print, on the other hand, is there for the long run.

Think about magazine pass-on rates for example, which range as high as two to three persons per issue, giving advertisers double and triple bonuses on their marketing investments. What's more, specific magazine content can be highlighted and passed along on a one-to-one basis. A Magazine Publishers of America survey found **24% of readers typically pass an article along to someone else, 23% save the article for future reference, and 13% visit a related website.**

In action, print's durability has a positive impact on every message it touches. It says you are authentic rather than virtual, and you will be there when required.



Print is portable

Long after a battery is drained, people will still be reading what is sent to them in print because it is the ultimate in portability and playability.

They can pick up a magazine at a newsagent, buy a book on the fly or grab your brochure from a display. There are no compatibility issues, no need to keep anything charged. You can fold print, stuff it, clip it, even scratch-and-sniff it.

Print can be carried and consumed anywhere, anytime, on trains, planes and automobiles.

Take it to bed, to the beach or to the bath. There's no need to boot it up or power it down. Print is always there and always ready to instruct, inform and entertain.



Print is personal

Print can put each prospect's name up in lights, literally. Using new variable data print techniques, every piece of your print campaign can be personalised right down to specific words and images.

According to a survey by US firm Interquest, the response rate for customised colour direct mail campaigns averaged 21%.

The response rates were, on average, 5.6 times higher for customised colour versions than for simple mail merge applications.

The more print is individualised, the more individuals will be inspired.



Print is beautiful

There's a good reason why we call it the graphic arts! Because print is graphically beautiful and printers continue to take pride in what they produce.

Photos jump off the page. Special effects draw the eye to the printed content making the work even more appealing and compelling.

A new generation of papers makes readers want to touch and feel the message.

One that's friendly, warm, inviting and one that can't be ignored because they're holding it in their hands.

The beauty of print enhances any product or service, giving it a special appeal of its own and an extra tangible dimension that no electronic media can impart.



Buyers seek print

The success of retail websites means printed catalogues can be relegated to the recycle bin, or so says the conventional wisdom. But, recent research indicates otherwise.

Online consumers who received a printed catalogue from any given retailer were nearly twice as likely to make an online purchase at that retailer's website.

The reason for the sales windfall? Consumers seek print when they're ready to buy.

That's a fact supported by a study by the Direct Marketing Association. Scoring the primary channels for generating orders, the research found that **60% came from printed catalogues, 24% were inspired by retail settings and only 9% arrived via Internet.**

The moral: If you're not using print, you're missing out on big numbers.