

**Offline/Online.**

**Cohesive thinking**

**Marketing Comms: print or digital, which one is best.**

**Print vs Digital.**



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# 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: [info@cohesion-ds.co.uk](mailto:info@cohesion-ds.co.uk)**

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