The Ideal Print/Web Mix

The ideal print/web mix depends on your goal, what stage your customer is in the buying cycle and what your customers’ communication preferences are. However, every marketing campaign should have at least one print piece and at least a one page website. Consistent branding between your print and electronic materials is vital if you want to take full advantage of the benefits of using both online and offline channels.

Use print:

- To create awareness with people who do not yet know that they are interested in your product or service
  - Mailing list rentals or purchases
  - Unaddressed admail
  - Posters
  - Newspaper/magazine ads

- To follow up with a new prospect or to launch a marketing campaign

- For campaigns that require a more formal tone

Use the web:

- To help people who are looking for a product or service similar to yours find you (organic search and pay-per-click ads)

- To measure traffic from an off-line (print, broadcast, outdoor, etc.) marketing effort

- To provide extensive information that would be too costly to include in a print piece

- For campaigns that require a more informal tone

- To build your database of people who are interested in your product or service

Tips:

- Offline marketing should almost always direct traffic to your website.

- Use QR codes to connect your print and web campaigns but ensure that your intended audience typically uses smart phones and knows about QR codes.

- Use unique landing pages to measure the effectiveness of each campaign.

- Use web forms to build a database of prospects.

- Redirect 10% of your current print budget to begin online advertising.

- Do not buy email lists. Email is perceived to be a more private medium than mail. Unsolicited email can create a negative impression of the brand.

- Ensure that your email campaigns are measurable and CANSPAM compliant.

- Keep your mailing and email lists clean.

- Maintain a single database of all of your customers and prospective customers.