

**Ten Tips
for Increasing the
Impact of Your Print
Marketing**

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**Print is expensive.
Be sure
your print mailers
pay their
way with a strong
response.**

**Tip #1
Win the contest
for the reader's
attention.**

You've only got a tiny window...

Create an immediate **visual impact** in 3 seconds.

Make it connect.

- Create an immediate **cognitive connection**;
- Make the message **resonate**.
- Reflect back to the reader **"This Means You"**.

An example of *ineffective* personalizing



Tip #2

Target your message to the **needs** of your audience.

Personalizing only works if you focus on a **compelling need**.

Sama,
what's the best way to
keep profits growing
down the road?

Visit Xerox at Print '05
September 9-15, 2005
Chicago

**A targeted message
always gets read.**

- You may have more than one market, each with **different needs**.
- Don't water down your message to include everyone. **A message to everyone speaks to no one.**

Create a Value Proposition

- Course listings alone may not persuade *anyone* to **choose you** above your competition;
- You need a **value proposition** that hits home; one that resonates;
- These offerings **“can help make your job—and your life—easier.”**

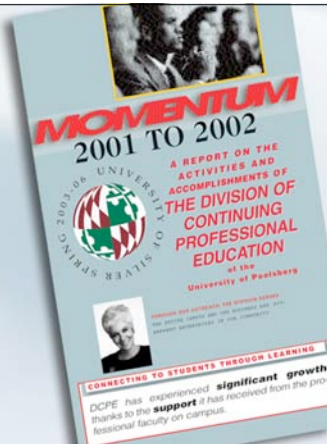
Tip #3

**Less really
IS more.**

Don't highlight everything.

- A crowded, jammed page conveys **chaos** and **confusion**.
- It over-loads the mind.
- **Then what happens?**

Highlighting everything = Emphasizing nothing



An uncluttered page is an invitation to enter.

Take control of the reader's experience.

- This is the **most important**;
- **This** is next;
- Now move to **next page**.

Providing a **clear path** for the reader's eye.



Tip #4

The **editor** is your best friend.

Be strategic.

- Create a **hierarchy** of information.
- Have the project director sign off on the hierarchy **before** layout begins.

Be brutal!

- **The web is a quick read.** That means cutting more copy than with print.
- Aim for strong headlines and **brief, lively** descriptions.
- Use **negative space** to highlight select content.

Tip #5

Engage the reader's eye.

Gain the reader's attention with an immediate value message.



Take control of the reader's experience.

- Keep the eye **moving** across the page; and throughout.
- **Highlight take-away** with strategically placed graphic elements.



**Remember,
you *only* need enough
to **elicit action**.**

Tip #6

Engage the reader's **mind**.

Keep it Authentic

- Engage the mind with **lively** and **focused** content.
- **Avoid empty phrases.** They close down the mind.
- **Don't dumb it down.**



- Use **value-rich subheads**, and **bullet lists**;
- Remember, you need only enough information to **inspire a decision** to attend.
- Leave the details for the **web**.

Tip #7
Create the perception of quality.

Don't scrimp on paper.
Why not?

- Poor quality creates a **negative perception**.
- Quality paper stock
= good ink hold-out
= **perception of excellence**.

- The best quality copy and design will be **wasted** if printed on junk stock.
- Strong, even ink hold-out **conveys quality** and **commands attention**.

...or on Printing either

- Select a **quality-grade** shop.
- A production shop will be less expensive, but it **cannot deliver quality**.
 - no quality control
 - poor coverage
 - lack of uniformity

Good communication design pays for itself.

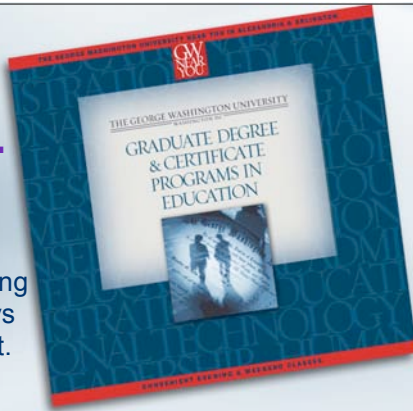
- Good design **conveys value**;
- A successful design **communicates the message** more successfully;
- It **commands attention**.

Tip #8

Avoid false economies.

Times have changed.

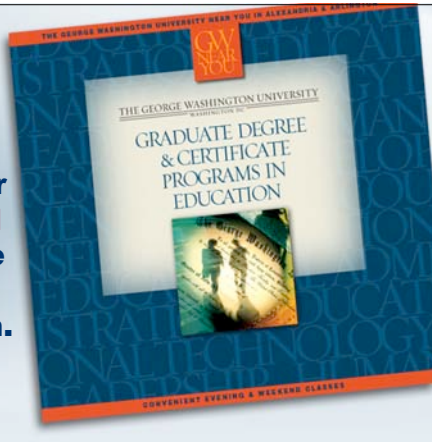
2-color printing is **not** always the cheapest.



Full-color sells.

Full-color gets a **35% greater response** than 2-color.

**Full-color
pulls and
holds the
reader's
attention.**



Never send the same piece out twice

- There's no targeted audience; it's **buckshot**.
- Less \$\$ per piece to print, but **poor response rates**;
- Repetition of message & image is good; but present a **fresh perspective**.

Don't assume that Target Marketing is too expensive

- **More likely to get read** before other mail; so it's
- More likely to **inspire** a response;
- Resulting in an **excellent ROI**.

Tip #9

Don't miss your mark.

**Get in front of the
right eyeballs.**

Use an accurate database and lists

- The average database ages **30%/yr.**
- A targeted message read by the wrong recipient is **worse than no message!**
- If you're unsure about the integrity of your database or lists, **don't target.**

Tip #10

**Branded
communications get
noticed.**

Branding Sets the Stage

- Capitalize on **value perception** enhanced by many branded channels;
- **Pulls better** as part of a large, professional brand than on its own;
- Enhances **brand equity**.

Strategic Planning Pays

- You need **3+ hits** for message retention;
- **Bundle print with internet** for optimum exposure;
- Send out branded email **within 1 week** of brochure mailing.

More Strategic Planning

- Budget in quality paper and printing **in advance**.
- The purpose of print is to **send prospects to your site** for details.
- **Caution:** Don't dump them on your home page, but to a **customized landing page** containing promised information.

To Review

- Get their attention;
- Target the message
- Less is more
- Lively, concise copy
- Engage the mind
- Convey quality
- Avoid false economies
- Branding rocks!
