

# Going “Prigital”

## Why Print and Digital Marketing Work Best Together

The internet continues to transform how brands tell stories and deliver messages. Digital media plays an ever-present role in the day-to-day life of all, but it has not put print to rest. In fact, print is healthier than you might think.

Studies have shown that digital media is key for generating interest, but print media wins the day when it comes to generating action. Not surprisingly, then, the one-two punch of print and digital performs better than either modality alone. Another advantage: Combining print and digital ensures your message will be conveyed to all prospects, even those who rely almost exclusively on one medium or the other.

So, whether you’re looking to generate leads, boost brand loyalty or make sales, going “prigital” will supercharge your campaigns.

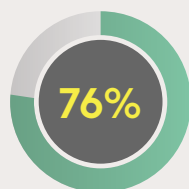


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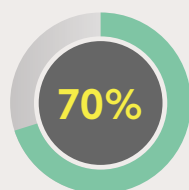
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# Advantages of Print Marketing

Even in 2022, there are sizeable audiences that appreciate the touch and feel of this tried-and-true format. For example, [70% of households](#) with income higher than \$100,000 are traditional print readers. In the past few years, there's been a resurgence of print as "screen fatigue" becomes more common. And when the [Educational Research Review](#) looked at how the human brain responds to a print piece amidst a sea of digital communiques, they found print content yields higher comprehension and retention rates. Placing ads in print media and sending branded custom magazines and catalogs are proving to be effective ways to cut through the volume of digital communications people receive every day.



**76% of consumers surveyed trust direct mail marketing, including custom magazines and catalogs.**



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Other reasons to keep print top of mind:

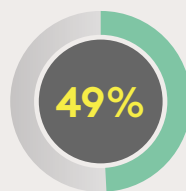
- **Increased credibility.** [82% of consumers surveyed](#) trust marketing messages they see in print magazines and newspapers, and 76% trust direct mail marketing, including custom magazines and catalogs. All forms of online marketing and advertising were rated as less trustworthy. Online pop-up ads ranked the lowest, with only 25% of respondents trusting them.
- **Better engagement.** Without the distraction of pop-ups and push notifications, print readers are [more focused](#) and likely to [recall marketing messages](#).
- **Impactful emotional connection.** Print [activates neural activity](#) associated with desirability and reward (even for young adults). According to data from [Meredith's Real Women Talking Community](#), 64% of 18- to 34-year-olds agree with the statement "even in the digital age, I love the touch and feel of a printed magazine."
- **Higher return on ad spend.** In a [survey by NCSolutions](#), the return for ads in print magazines was \$3.94—50% higher than the \$2.63 for digital display ads.

# Advantages of Digital Marketing

Today, digital marketing encompasses many effective strategies—from search engine optimization and social media to granular web analytics that pinpoint global, national, regional and individual behaviors. With 49% of shoppers polled in a recent survey saying they use Google to discover products and services to purchase, digital marketing is a necessity for most businesses.

Other reasons to embrace digital marketing:

- **Laser-focused targeting.** While print advertising and marketing enable broad targeting, digital ads make it possible to generate high-quality leads with precision. Not only can digital marketing access a massive demographic (giving even small businesses global reach), but it also can home in on highly specific groups, including your ideal customer.
- **Flexible, results-based strategizing.** Digital spend is more flexible than print spend, making it easier to experiment freely with search, display and social advertising to maximize your return on investment. You can evaluate the performance of creative options and placement strategies in real time, then drop low performing approaches in favor of those that are generating the highest conversion rates.
- **Increased loyalty through personalized communication.** While analyzing data from digital campaigns can be challenging and time-consuming, doing so provides a treasure trove of actionable information. For example, using data to offer individual customers appropriate perks and incentives promotes brand loyalty: 91% percent of consumers say they're more likely to shop with companies that provide offers, content and recommendations that are relevant to them.



49% of shoppers say they use Google to discover products and services to purchase.

# Why Choose Integrated Marketing

Integrated marketing is not simply using different communication channels to market your business. Rather, it's a holistic approach to strategically delivering your marketing messages through a variety of carefully selected channels. To optimize outcomes, an integrated marketing plan needs to be developed from a keen understanding of who you're trying to reach, what you're trying to accomplish and why.



**Cross-linking media will entice customers to dive deeper into your story, warm up to your brand and, ultimately, take action.**

Advantages of an integrated marketing plan:

**Cohesive narrative:** While individual ads typically only attract a few seconds of attention, think of an integrated marketing campaign as a mini-series. Installments of the story are tailored to different channels, reinforcing one another and creating familiarity—a comfort level with your business, products and/or services—and weaving an ongoing message. Cross-linking media will entice customers to dive deeper into your story, warm up to your brand and, ultimately, take action.

**Better performance:** While print and digital marketing each have strengths of their own, integrating the two into a comprehensive marketing initiative often has an exponentially positive effect on reach and conversion.

**Increased return on investment (ROI):** No need to re-create the wheel for each channel! The beauty of integrated marketing is it allows for significant repurposing, adapting and re-directing of core messaging and creative, ultimately saving money while increasing reach and performance.

**Familiar customer experience:** Human nature is such that people gravitate to what they find familiar. By establishing a presence across today's wealth of traditional and modern media, you can dependably reach customers where they are, consistently reinforcing your brand's value proposition while building its story.

In a nutshell, that's the why of integrated marketing. Now, let's get to the how.



# How to Create an Effective Integrated Marketing Plan

This fusion of traditional and contemporary marketing is a playground for marketers, ripe with opportunity. But before you dive in, consider these tips for developing an integrated digital marketing plan.

## IDENTIFY THE MOST INFLUENTIAL CHANNELS

It's vital to find and leverage channels that do the best job of driving conversions for your brand. This means deepening or updating your understanding of your target audiences and the media they frequent, as well as the relative strengths and weaknesses of each channel for your brand. Diversify your options for print and digital marketing by considering everything from interactive magazines, custom magazines and events to social media campaigns and search ads.

## MAINTAIN A STRONG IDENTITY

Your messaging should have a consistent look, feel and tone, from the style of photography, graphics and language used to color palette and fonts. This will ensure the consumer begins to recognize your business, whether viewing its messaging while at the office using LinkedIn, on their phone in a doctor's waiting room or curled up with a print magazine at home in their pajamas.

## STRATEGICALLY REPURPOSE CONTENT

When developing an integrated marketing plan, you want to feed every channel in a way that saves time and energy without sacrificing impact. For example, if you build a case study, include it in your e-newsletter, post an excerpt on LinkedIn and publish highlights in your company brochure. When you add a new video to your website, tease it on TikTok and Facebook to attract eyeballs, then consider repurposing the information and dialog it contains as an e-newsletter article and blog post. Investing in a photo shoot? Look for outtakes that might make fun or interesting social media posts. In short, don't let good content go to waste!

## ALWAYS DRIVE TRAFFIC TO YOUR GOAL

Whatever your end goal (more purchases, new subscribers, fresh leads, etc.), make sure each element of your marketing campaign drives people to take that action. Including a shortened URL or a QR code in a print piece is a convenient way for customers to go directly to your website or custom landing page to take a desired action.

## CONSIDER ASKING FOR HELP

Implementing an integrated marketing strategy can be tedious and time-consuming—not ideal for teams that are already working overtime to keep up with their daily to-do lists!

Partnering with an experienced agency will allow your team to focus on other projects without the worry of neglecting parts of your marketing strategy. The extra hands of an agency will expertly align your marketing plan with your objectives, creating a cohesive strategy to cover all channels (digital and print) that reflect customer touchpoints.

Recently, Shelbourne Knee Center (SKC) tapped [Wainscot](#) to design and execute a comprehensive content marketing plan. The practice wanted to share its clinical research with other providers, increase referrals and reinforce its expertise in treating knee injuries and conditions to both referring physicians and patients.

### Wainscot helped SKC achieve its goals by creating an effective integrated plan consisting of:

- A custom e-newsletter and blog directed at referring physical therapists, athletic trainers and coaches
- A print newsletter sent to other orthopedic surgeons practicing in the area to share SKC's research and encourage referrals of patients with rare knee conditions
- A Patient Journey Marketing program consisting of:
  - A new website with search-optimized content, including patient stories, patient-education information and clinical articles
  - Multiple lead-capture tools built into the website
  - An automated email campaign featuring content targeted to user interest (based on their interaction with the site), building trust and driving leads to appointment setting

SKC generated an impressive ROI with Wainscot's Patient Journey Marketing program, generating **an [866% return on investment!](#)**

# Measuring Engagement in Print Marketing

Tracking the ROI for print marketing efforts is as important as tracking digital results. For those who might think tracking print marketing is too challenging, or even impossible, here are just a few ways to measure audience engagement with print marketing:

## EMBED QR CODES

QR codes connect your print marketing leads directly to any digital spaces, like your website or even an app. Analytics can be set up to tell you details about users and help you capture leads straight from your print ad. QR codes are back, thanks in no small part to the pandemic, which has accustomed us all to scanning menus at bars and restaurants. In addition, today's cell phone cameras eliminate the need to use a separate QR scanning app, increasing convenience for users.

## PROVIDE UNIQUE VOUCHERS AND COUPONS

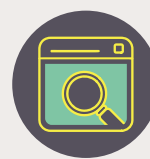
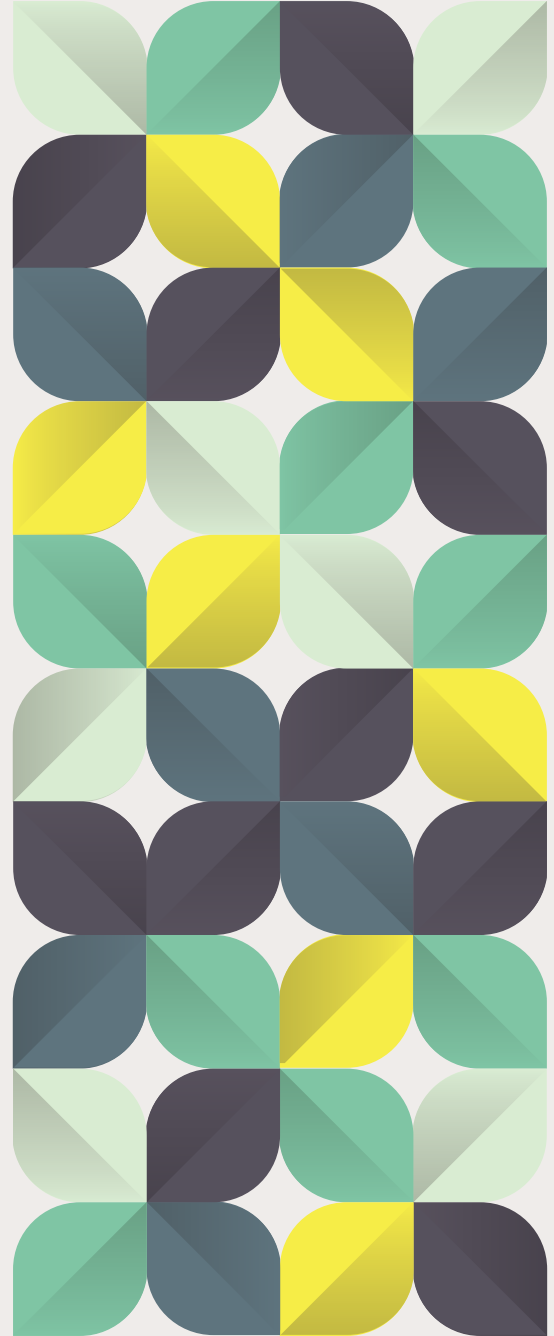
If you aim to entice your print media readers through discounts, include a coupon with a unique code. Every time a coupon with that code is used, you'll know exactly where it came from.

## DIRECT VISITORS TO A CUSTOM-BUILT LANDING PAGE

Customized landing pages are another great way to track the performance of print marketing. Instead of sending people to your homepage, set up a unique landing page for each campaign, using the same design elements as your print piece so users know immediately they're in the right place. This approach can increase conversions, too, by ensuring that consumers quickly see the information your print marketing promised—and they came for.

## DEDICATE A PHONE NUMBER

Setting up a distinctive phone number is a great method to track inbound calls from your campaigns. Using different toll-free and local telephone numbers in each of your print marketing campaigns, you can retarget your marketing dollars into your most effective campaigns and increase your ROI. We recommend checking with your telecommunications provider to learn more about your options.



**Customized landing pages are a great way to track the performance of print marketing.**

# Wrapping Up

Print is an effective and trackable marketing tool that partners well with digital. This dynamic duo will expand your reach and increase campaign effectiveness by enabling you to connect with your prospects via the medium that's most likely to activate them. But, as with any marketing strategy, be sure to test, test and test some more to achieve the best results.

**Not sure where to start? Let the experts at Wainscot plan your prigital strategy.**

**Schedule a consult today!**



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