

EBOOK



Guide to

PRINT MARKETING

- + Direct Mail
- + Visual Storytelling
- + Infographics

Why print marketing needs to be in your marketing plan



IN THIS AGE OF DIGITAL SATURATION, IT IS ALWAYS A CHALLENGE TO STAND OUT FROM THE MASSES.

You have brands, causes, promotions and online businesses vying for attention in every single corner of cyber space, and from out of almost every corner of the eye whether you are reading a magazine or waiting for a train.

Beautiful tactile pieces give brand communications a point of difference. And, if you were under the impression that ‘print is dead’, the good news is that it’s thriving and technology has dramatically improved affordability.

Research indicates that 79% of consumers will act immediately in response to direct mail in comparison to 45% who will act on an email straight away (Marketing Tech News). Response rates also favour direct mail with 4.4% compared to an email response rate of 0.12%.

Why traditional print is the new brand mouthpiece



PRINT [NOWADAYS ESPECIALLY] GETS YOU ATTENTION

With majority of companies taking their marketing online, print is the old way (that is fast become the new way) to stand out as a point of differentiation. We receive less in the post (aside from frequent bills) - what do you do when you receive personally addressed communications? You are likely to open it right? Even if your prospect does not act instantly in response to your communication, if it doesn't get thrown, your customer may store the material somewhere providing a future opportunity to engage a positive outcome.



ESTABLISHES YOUR BRAND

Print is an excellent way to establish brand recognition. It's a canvas to pull together all of the design elements that make your brand unique, including logo, images, tone in the copy and creative format. Print (when done correctly) screams a 'high-value' and 'quality' brand.



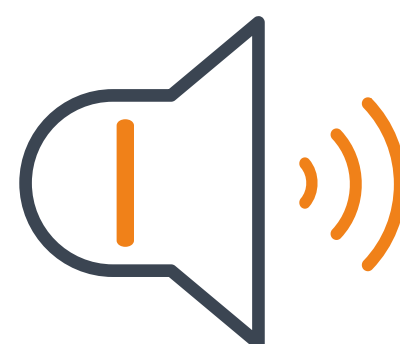
TALKS TO YOUR TARGET MARKET DIRECTLY

Direct mail boasts a higher 4.4% response rate than email. This in itself is incentive enough. If you pair this information and action it in a campaign that carefully targets and each segment within your customer base, then once the mail has been opened, there is a much higher chance your brand will speak the language of your customer. Providing prospective customers with meaningful information has a greater chance to result in sales.



SOMETHING TANGIBLE INCREASES CREDIBILITY

Consumers associate a higher degree of credibility with print materials. Perceived cost of print campaigns is generally high, which reflects positively on your brand as well established in the marketplace. Another winning attribute (when delivered within a local market) allows prospects to recognise your brand as local which for some customers is more appealing than 'offshore'.





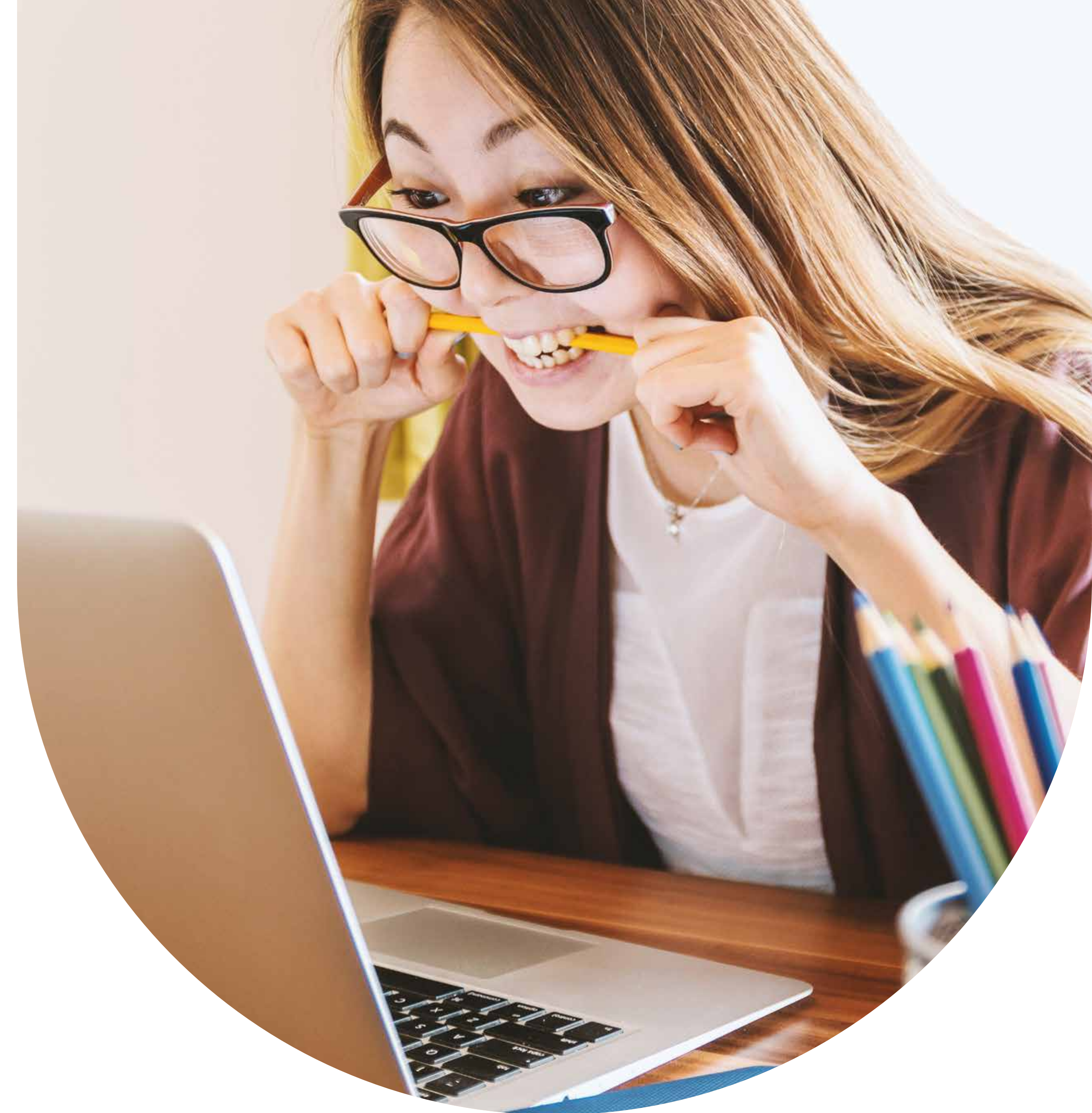
GETS MORE ENGAGEMENT

Every website and landing page has very little time to make a meaningful impression on customers. Some pages are skimmed for as little as 15 seconds, and every marketer knows the challenge of getting visitors to complete any additional action. Print is an opportunity to unplug and engage. Provided that content and tone are pitched suitably to your audience, your customers will appreciate design, graphics and clever copy. In some instances, prospects retain postcards and campaign materials because the message or graphic is so on the mark. This of course is a longer lasting result than the one-time-click of an email.



COST OF PRODUCTION HAS COME DOWN

As the technology has improved with the advancements in laser printing and expansion of high materials that are often foreign made, the cost of printed materials is significantly cheaper.



YOUR BRAND EXPERIENCE IS DIFFERENT

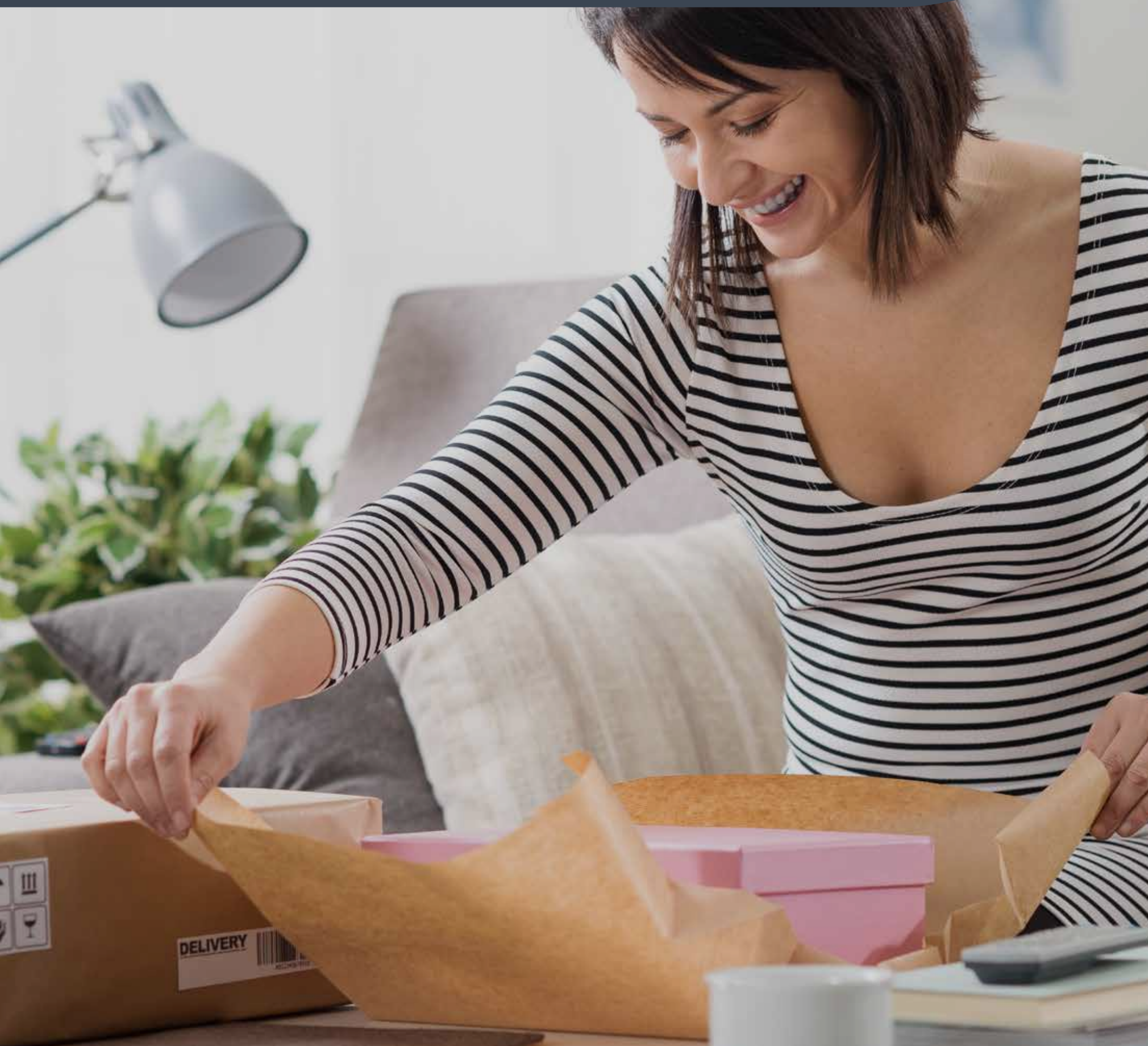
Print can provide a unique experience. Opening something that looks and feels very different from the norm creates anticipation and excitement. With print, your audience has something to consider. In addition, industry publications provide new insights for audiences, as they are able to connect deeper messages to your brand. There are a number of really engaging print ‘mouthpieces’ that have become a part of every day life. Publications like the in-flight Qantas Spirit of Australia magazine and Business State – a beautifully crafted magazine produced by the Bank of Victoria – which ‘celebrates Victoria’s businesses and people’, are good examples.

WHAT ABOUT YOUR BUSINESS?

Is there space for your business or brand to speak to your industry or wider community? It’s not always about selling, building brand awareness through the medium of print can move far beyond that.



The importance of **creating a strong brand**



In order to connect with your audience, stand out in the market, and represent the very essence of your company, you need to develop a brand that is distinctive and strong. One that makes it immediately clear exactly who you are

When we talk about a ‘brand’ we refer to a variety of attributes that combine to form a singular identity. From a certain look and feel to a particular set of values, your brand is so much more than your logo and mission statement.



Reflect on your brand – is your brand identity strong enough? We explore the when and whys of rebranding later in this guide.

A picture is really **worth a** **1000 words**

We're constantly grazing and digesting content with less time to spend processing information. Let's explore at how infographics create impact.



01 - 'CUT TO THE CHASE' MESSAGING

The infographic is an effective way to get cut through in a busy world. Research has indicated that infographics are 30 times more likely to get read than text, and yes that does include articles and blog posts too.

02 - TELLING VISUAL STORIES

With infographics you can tell a story and transform otherwise complex data into an image that is memorable and that makes sense. At a glance your audience should be able to understand the idea that your brand is trying to convey. It's intent is to be effective and simple!

03 - CREATING DEEPER INTEREST

90% of information that is transmitted to the brain is visual. This helps to explain why so many people are visual creatures. Given the option, 'visual people' are more likely to engage with an infographic than something text heavy. If they are interested in what they see, they will go ahead and read the supporting content.

04 - SHAREABLE CONTENT - GREAT ROI

One of the best things about infographics is that they can be used across every communication platform your business has – and so they should be! This allows you to use the infographic in lots of ways including across social media, as posters and within documents. A great graphic will get you traction, exposure and visits to your website. All in all when done right it is an excellent return on investment.

05 - INCREASE WEBSITE TRAFFIC

It's true! According to industry research, images receive almost twice as many views over content that is text-based without graphics. An engaging infographic could contain an embedded link that sends interested parties straight to your website. The further and wider your infographic is shared, the more links to your website. Great for awareness, traffic and SEO.



Using illustration to tell **your** **brand story**

Approximately 90% of information transmitted to the brain is visual. Add in some additional factors such as 70% of your sensory receptors are in the eyes, and that we have the unique ability to process images 60,000 times faster than text – and the science supporting the use of images and becomes clear. Illustrations allow brands, campaigns and product collateral to expressively communicate messages. In a way that is clever, creative and appreciated by audiences.

IT INDICATES VALUE AND STYLE

The use of beautiful illustrations inadvertently indicates value. It is obvious to the reader that an investment of time taken by and money paid to an artist was made. Using illustration is a great way to give your brand some additional gravitas.

BEATS STOCK IMAGES FOR A POINT OF DIFFERENCE

While they both illustrations and stock seem to serve the same purpose, illustration is original. This gives a real opportunity to create something that is memorable, something that sticks. Mood, style and theme can be developed to enrich your campaign or brand story. Don't forget imagination, illustration is one of the few ways you can infuse your stories with the impossible. Like a dragon explaining the finer points of your campaign (for example).

ILLUSTRATION BECOMES A POWERFUL BRAND ELEMENT

Working together with an artist, you can share the existing specifications of your brand story, and benefit from a series of artworks that compliment other brand elements including typography, colours, tone of voice and logo. This can provide you the added benefit of a cohesive kit of illustrations to be used where appropriate across your website, in newsletters, printed materials, blogs and in reporting. A worthy investment.

TONE, FEELING, EXPERIENCE, EDUCATION

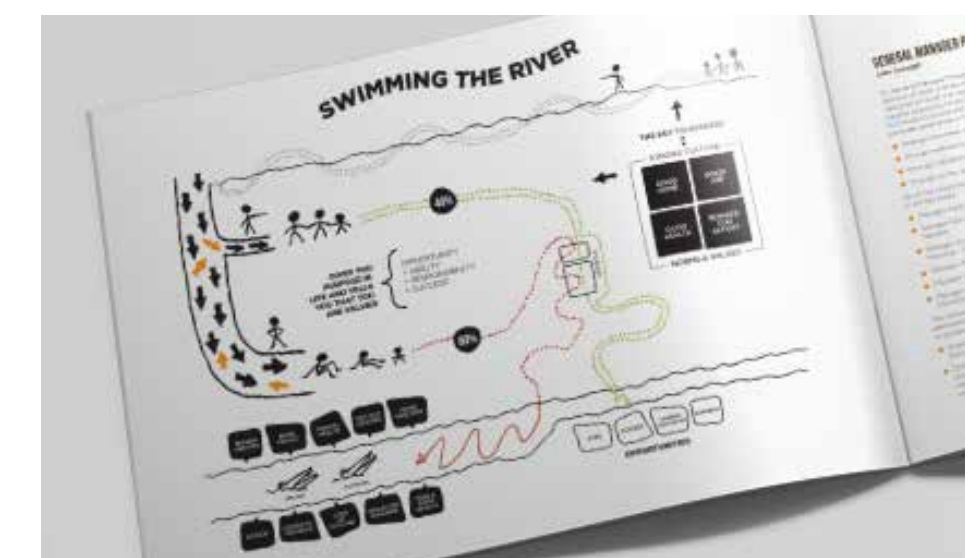
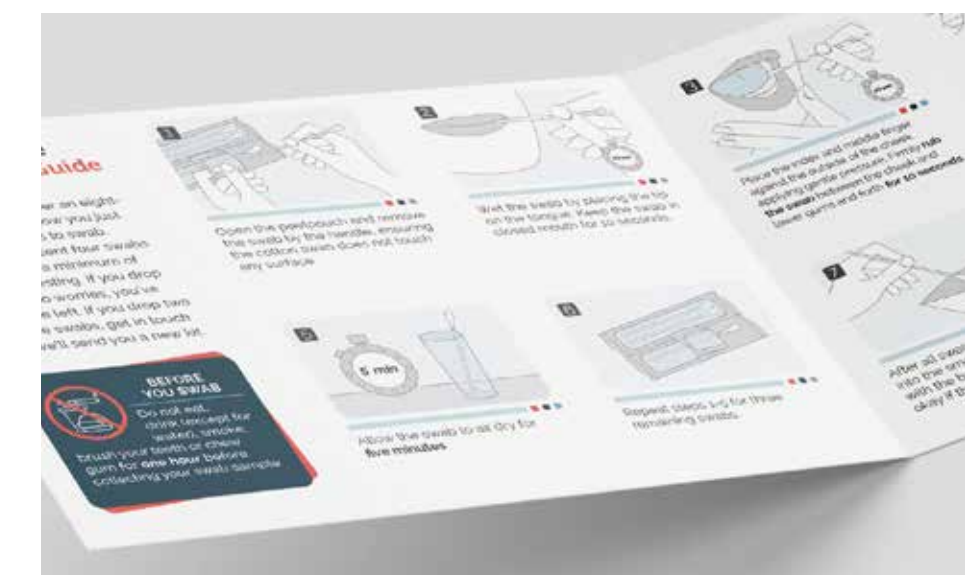
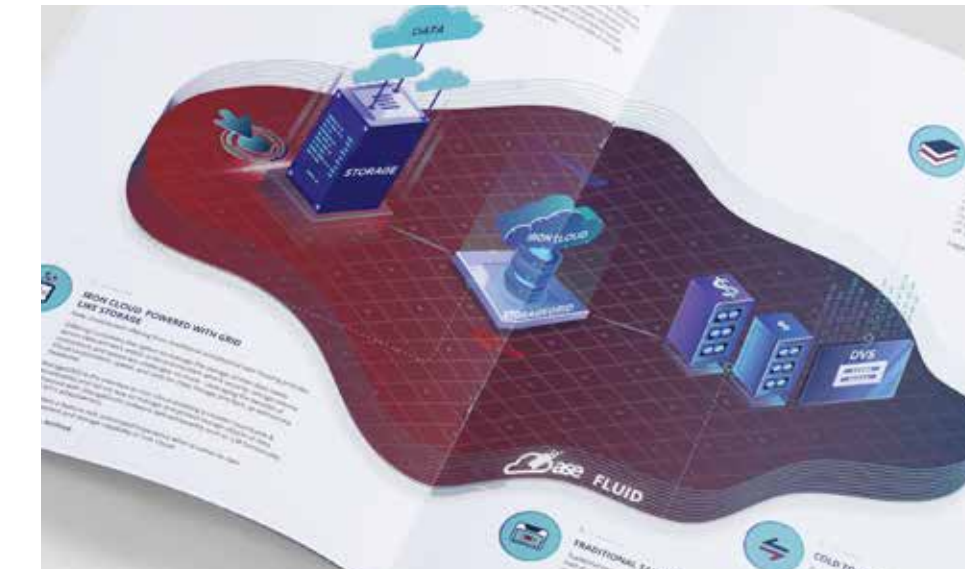
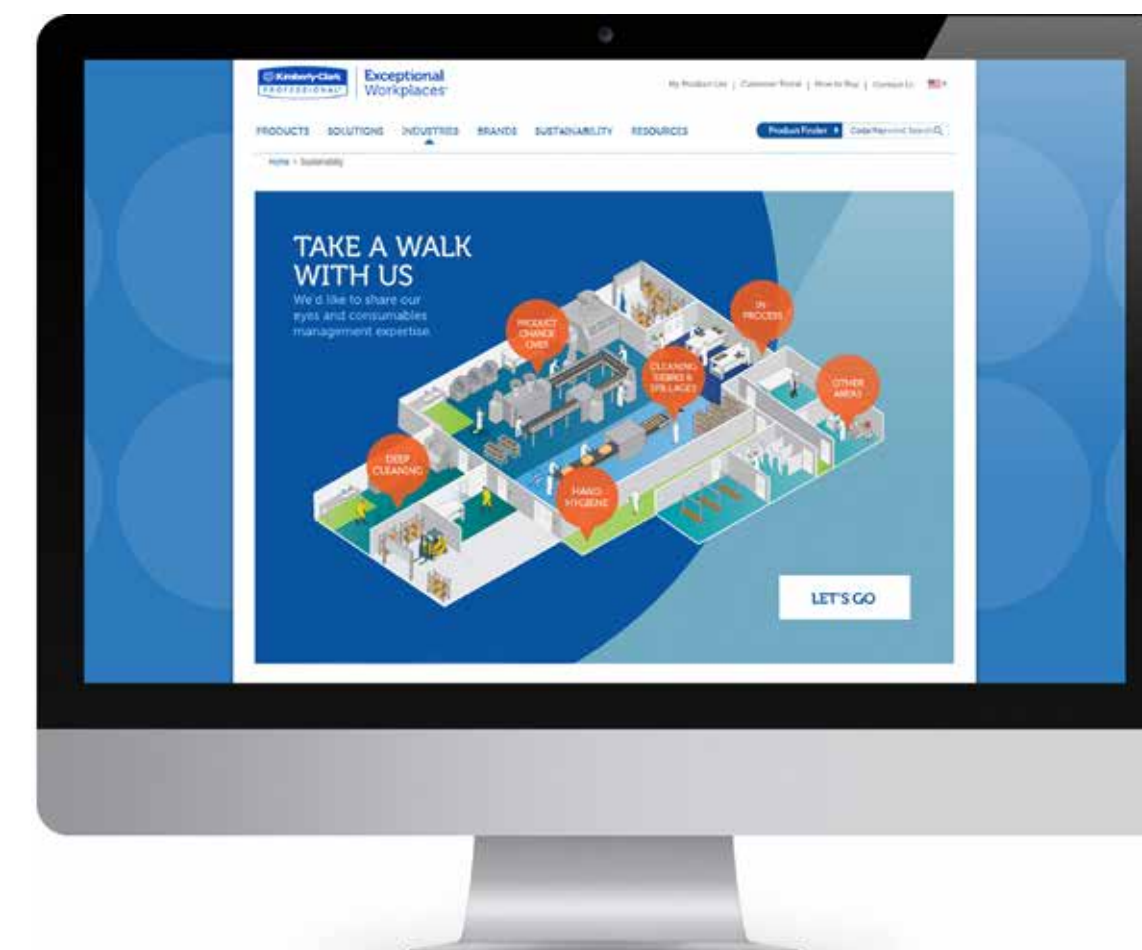
The use of beautiful and creative illustrations can add other more 'feeling' and experiential elements such as humour, warmth and fun into your communications. In the same way that other visual styles such as photography add value, illustration has its own unique way of adding depth into your brand story. It is also a powerful educational tool.

How illustrations are used...

Illustrations are more commonly used on website banners and in animations. Animations can come to life using animated gifs, and are also great for use in explainer videos and film. Some of the common styles used range from hand drawn to isometric, Geometric and 3D. Websites and mobile applications lean towards a more flat design with mobile's focus on flash, on boarding screens.

MEMORABLE, EFFECTIVE, BEAUTIFUL

For a clearer picture we have included some of our own recent examples....



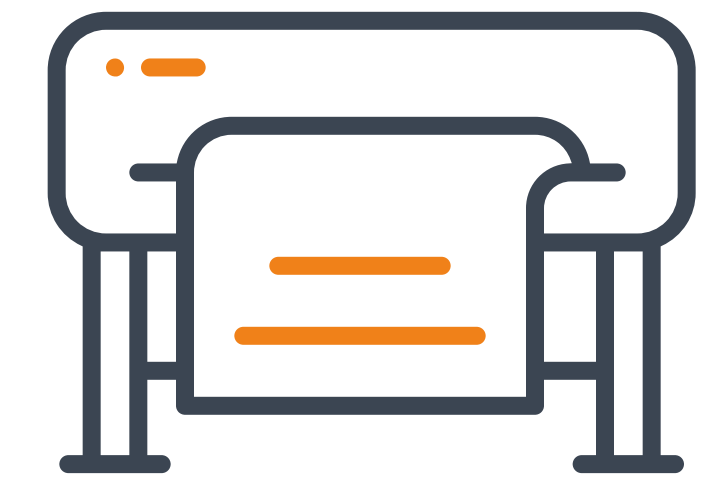






Let's talk challenges...

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