

In a world screaming Digital... is Print your silent assassin?

Knowing how to invest your marketing budget is tough at the best of times.

Right now... it's like a really unfun game of blind man's buff - you've been spun around, blinkered, searching for clues. But you have to move. Standing still gets you nowhere. So it's tentative steps in a direction. That direction. The right direction? You're not entirely sure.

As I say, fun it's not.

So as we wait for the blindfold to be lifted we wanted to provide some help, advice and things to think about which may just make you feel a bit more surefooted.

Everyone's saying it, but is digital the most effective place to be?

Many channels previously open to you are now closed. Digital marketing channels that were, until this point, guaranteed to drive enquiries may be proving less effective as they become increasingly crowded, competitive and costly.

Digital is important of course. But as we'll see, screens are not the only thing your now captive audience is turning to or spending its time looking at.

With people largely housebound, particularly prevalent for the older demographic, the potential of print-based marketing as a means of engagement becomes much more compelling. Time on their hands and fewer outside distractions means more time to read, research and consider - particularly those big ticket items where there is a greater need for purchase consideration.



Do you have the potential to thrive from print?

If your products or services have some, or all, of the following characteristics...

- Big ticket items with a longer lead time to conversion
- Those requiring significant research/consideration on the part of the consumer
- Those involving telephone or online consultations
- Those specifically targeting an older demographic less engaged with digital media

... then you should be exploring the potential of print.

***Future-proof your pipeline. There is opportunity to benefit from the pent up demand that's building. You only have to look to the automotive and travel sectors to see how they are creating their future demand.**

How do you make print work?

Really work.

With people spending most of their day at home, direct marketing campaigns are currently proving even more effective.

We've seen many clients divert marketing spend towards BTL activities like DM (particularly those targeting an older audience) to take advantage of the lockdown restrictions. They've seen a clear response uplift achieved as a result, with March 2020 DM responses at up to 120% of the previous month.

This is because DM helps build relationships with consumers but, crucially at this time, allows large quantities of information to be conveyed in a way that most digital channels can't achieve. It's even more effective when:

- **Targeted** - target prospects based specifically on buying behaviour and demographics
- **Personal** - include personalised messages as it will increase response rates
- **Informative** – deliver detailed content to potential customers
- **Fully Branded** – communicate the company ethos in depth
- **An ideal formula for big ticket items**

***Maximise the potential of direct marketing to reach your captive audience. Postal services and many printers are still operative, so campaigns are still logistically achievable to provide content-rich material to prospective clients to consider**

What other routes should I be considering?

Alongside direct marketing, other media channels are showing remarkable resilience as consumer behaviour adapts to the challenges COVID-19 presents.

Regional news outlets

With this unprecedented situation the thirst for local news has, in many cases, increased beyond pre-lockdown levels as people maintain a close eye on developments close to home.

We are seeing robust responses to newspaper advertising as people spend more time engaging with local news. We are also seeing an increase in traffic to regional news websites of up to 30%.

***Fully investigate the great value opportunities offered at this micro-level. With advertising revenues in decline, many regional media owners are offering excellent packages at discounted rates. Now it the time to really take advantage of them.**

National newspaper websites

National newspapers have also seen exponential growth during the outbreak. Traffic to newspaper websites has risen sharply resulting in huge online audiences for digital advertising. Working alongside print, clients have seen online impressions increase by 315% in March compared to February, resulting in significant uplift in enquiries.

***Make print and digital work hand in hand. Take advantage of the unprecedented traffic to websites and your captive audience with time on their hands to listen. Balance both to make the greatest impact.**

To discuss potential opportunities to suit your business in these difficult times, please contact Ian Ruddock at

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