



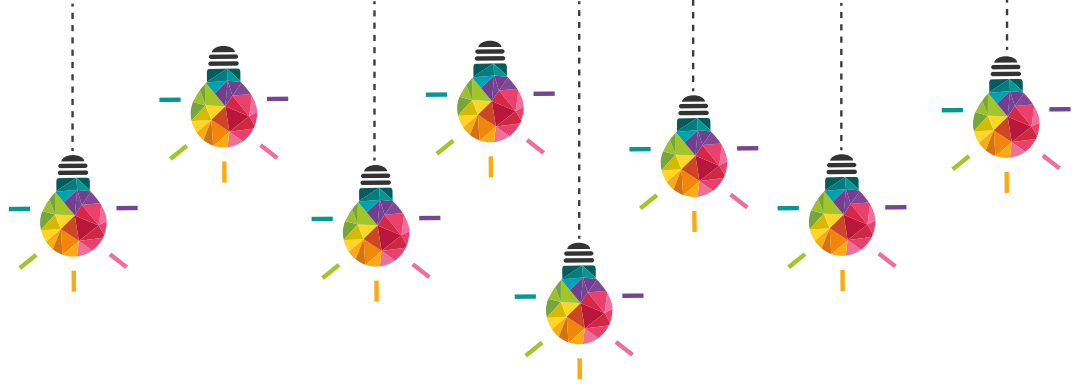
**Print**spiration



WHY YOU SHOULD BE USING  
**PRINT**  
TO MARKET  
YOUR BUSINESS

[www.fidelityprint.co.uk](http://www.fidelityprint.co.uk)





# PRINTSPIRATIONAL DESIGN & PRINT

*"We give you the 'printspiration' to differentiate your brand through effective and memorable design & print marketing to help you grow and win more business"*

Print is proven to create a more engaging and tangible experience for customers to interact with a brand over flat digital channels and it delivers a higher response rate than all other marketing channels combined! Not many businesses use print effectively because either they don't know how, or its seen as an expense rather than an investment. That gives you an advantage.

Fidelity Design & Print are a specialist design and digital print company in Bedford, Bedfordshire. We have over 20 years' experience of providing branding and design, print services, premium print and print marketing solutions to business owners and marketers, just like you.

Whether you are starting a new business, looking for great ideas to market new products and services or need a reliable print partner to deliver complex print on demand – we're have the experience to find and deliver the right brand, design & print solution for you.

**Looking for a great business partner who will do more than just put ink on paper for you?  
Give us a try!**



# HERE ARE 14 GREAT REASONS WHY YOU SHOULD BE USING PRINT MARKETING TO GROW AND WIN MORE BUSINESS

It has long been said that print is dead, beaten by email marketing, online and social media but what if that wasn't true... what if it's just something we've become accustomed to thinking? Could there be a quiet revolution happening in marketing that you're not in on? Most small business owners and marketers alike are so set on digital that they're overlooking the obvious...

**print isn't dead - it evolved!**



- 1. PRINT IS TANGIBLE AND TRUSTWORTHY**

The online world is powerful, and not to be ignored, but we are hard-wired for reality. The physical act of holding something in your hand feels 'right'. We trust things that are tangible, and the internet can't touch upon this. Pixels are too temporary, but print and paper have a lasting value that people not only appreciate, but need. What you read online is fleeting, whereas printed items can stay in offices and homes for months or years, to be referred to time and time again.
- 2. PRINT ESTABLISHES YOUR BRAND**

Printed publications and other branded materials are an unrivalled way to establish your brand. They allow you to bring the aesthetic qualities of font, colour, image and texture together, to really maximize brand recognition.
- 3. PRINT HAS FUNKY, NEW FANS!**

Don't assume for a minute that young people do everything online! Statistics show that millennials love the novelty of printed material, and are more open to direct mail through their doors, than they are to online ads. Win young customer loyalty today, and you secure sales well into the future.

4. **PRINT IS AN UNDERUSED CHANNEL**  
We're all swamped with online advertising. It's filling our inboxes and popping up all over our screens, to the point where we have learned to ignore it, or banish it to SPAM! Print is a relatively quiet, underused channel, meaning your business has a much greater chance of getting noticed. There's no better way to stand out from the crowd, than not to stand with the crowd in the first place!
5. **PRINT LETS PEOPLE UNPLUG**  
We know now that taking a break from the screen is essential. Our brains need digital detox, like our bellies need green smoothies! Choosing an alternative form of communication is not only restful, but healthy! Besides, what else can you do when your battery dies?
6. **PRINT MEANS FOCUS**  
How many times have you got distracted or overloaded with screens? You've got six tabs open on the iPad; the TV's blaring in the background; then a text comes in, and by the time you've replied, you have no idea what you were originally doing. Printed material enables you to concentrate, properly, on one thing at a time, which is how we work best. If life intervenes, it will wait for you, just where you left it - literally!

Direct mail's response rate among adults 18-21 years of age is 12.4%  
(Source: DMA Response Rate Report 2020)





## 7. PRINT BRIDGES THE GAP BETWEEN YOUR ONLINE AND OFFLINE PRESENCE.

Communicating online is one thing, but sometimes, customers need more personal attention. Businesses that use offline printed material in tandem with online marketing promotions are known to have a larger and possibly more loyal customer base.

AND, shock horror: not everyone is online, so print also exposes you to larger audiences. Don't exclude people, by excluding print!

## 8. PRINT IS IRREPLACEABLE

There will always be a place for print: warning stickers on dangerous products cannot be digitized, and products requiring assembly or operational advice, will always need accompanying printed materials. Without print, flat packs would no longer walk the earth!

## 9. PRINT HELPS YOU TO ACTUALLY REACH YOUR TARGET MARKETS

In a post-GDPR world print doesn't need permission to be received; in fact, it's the only surefire way you can guarantee of reaching your audience. No other form of marketing literally lands at your customers' feet!



76% of consumers trust direct mail when they want to make a purchase decision. In fact, consumers trust traditional advertising channels more than digital channels when making a purchase.

(Source: MarketingSherpa)



- 10 PRINT ESTABLISHES AN EMOTIONAL CONNECTION**
  - Attractive, custom-designed printed materials captivate audiences. Distinctive features such as unique inks, foiling techniques, die cuts, folds and textures help brands deliver engaging and powerful messages. And you can combine your print with promotional items for lumpy mail! They don't say, 'add a lump, get a bump' for no reason. Lumpy mail can outperform its flat friends by 250%.
- 11 PRINT IS MORE ENGAGING**
  - Websites are often skimmed in as little as 15 seconds per visit, yet we read print in a more natural and intuitive way, allowing for much greater understanding. You are far more likely to remember something you read in a magazine, than something you scan on a monitor!
- 12 PRINT PLAYS NICELY WITH OTHERS**
  - When combined with online activities, in an omni-channel campaign, print is super-effective. Marketers report an average improvement of 35% for omni-channel campaigns over single-channel campaigns. There really is strength in numbers!

### 13. PRINT GOES UNDER THE RADAR

There are so many opportunities to spy on what your competitors are getting up to online, which Google Adwords keywords they bid on, how much they pay, what page content and keywords rank best, where their back links come from, how and what they communicate via their social media channels and website... it's enough to make you paranoid! You can send printed media straight to your prospects and customers and feed them into hidden landing pages and microsites and your competitors will never know!

### 14. PRINT IS EVERY BIT AS CONVENIENT AS DIGITAL

Once upon a time, print was the poor relation to its online brother, when it came to convenience. Digital channels could be used by all, whereas print would always require a third party to design and physically produce it. Not anymore! Print can now be made available online, allowing you to control your brand exposure across your business, react quickly to new opportunities, and automate your relationship with your print provider. You can have your printed cake, and eat your virtual one too!







The tangible aspect of direct mail leaves  
“a deeper footprint in the brain.”

— “Using Neuroscience to Understand the Role of Direct Mail,”  
Millward Brown and Bangor University

### TIME TO RETHINK PRINT?

When setting up or growing a business it is easy to ignore print aside from the necessary business cards and letterheads. As you have read, you might be missing something! Not only does print remain a powerful and effective way of delivering your message to your audiences, it has continued to evolve and delivers more than expected.

GDPR will make marketing more challenging in the future so it's worth keeping in mind that printed direct mail does not need permission to be received. It's also proven to be the most effective channel for customer acquisition whilst email and online media have the ability to engage customers. So, whether it's direct mail, an automated omni-channel marketing campaign or something natty like NFC interaction, print has the power to deliver fantastic results.

HERE COMES THE SCIENCE BIT...



# THE STATS STACK...

## DIRECT MAIL RESPONSE RATE TRENDS

**The 2024 Response Rate Tracker** from JICMAIL provides benchmark data for direct mail and door drop campaigns. The report includes data from over 2,300 campaigns and 13 organizations. Some of the findings from the report include:

The average response rate for a warm direct mail campaign is 7.9%

The average response rate for a cold direct mail campaign is 0.9%

The average response rate for a door drop campaign is 0.6%

The **DMA** reports that direct mail has a 4.4% response rate, while email has a 0.12% response rate. This means that direct mail has a response rate that is 10 to 30 times higher than digital marketing.

In a separate study by the DMA, research found that 27% of direct mail is still 'live' within the household after 28 days. Clearly, by remaining in household circulation, messages have the opportunity to be read and read again.

A Gallup study reports that 95% of 18-29-year-olds have a positive response to receiving personal cards and letters. Clever direct mail marketing taps into this emotional pull.



# THE BRIDGE TO DIGITAL

## HOW TO MAKE YOUR PRINT INTERACTIVE AND INCREASE YOUR RESPONSE RATES

1. QR codes allow you to interact with customers off and online in the same engagement via your customer's smart phone. Your customers take action right at the moment they are engaged, helping your response rates, increasing data capture and building brand awareness.

You no longer have to rely on 'Call To Actions' that involve remembering URL's, searching for websites or remembering to log on to do something at a later date. Just get your customer to scan a QR code - it's a marketer's dream!

2. PURLS (personalised url) can be added to personalised direct mail to create a uniquely measurable response mechanism for each recipient.

The recipient can be directed into a personalised online experience which reduces data input and increases the chance of form completion or any goal you set. This process is very successful for competition entries, surveys, rsvps and sales funnels.

Follow-up actions can be pre-programmed to create an automated sales funnel through email, social media channels to create a true omni-channel experience for your customers.

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