

5 BENEFITS OF COMBINING PRINT & DIGITAL ADVERTISING

- 1. BROADER AUDIENCE REACH**

By integrating your print and digital marketing efforts, you can deliver a seamless and unified experience to your customers across various online and offline touch points. This strategic approach ensures visibility across multiple channels while maintaining a consistent brand experience, allowing all the elements to work together in reaching your target audience throughout their customer journey.
- 2. AMPLIFIED CALLS TO ACTION**

Create captivating headlines, integrate enticing visuals, and employ concise, engaging language that connects with your specific target audience in your multichannel approach. By producing valuable and shareable content, you have the power to expand your brand's reach and attract a surge of enthusiastic users to explore your compelling call-to-action both online and in-person.
- 3. INCREASED BRAND AWARENESS**

Brand awareness is crucial for new customers. They need to recognize your business before making a purchase or doing business with you. By using both print and digital ads, you can reach specific audiences and achieve the "Seven Times Factor" faster. This seven time marketing touchpoint factor can now happen in a single day with digital assets!
- 4. SPEED, FLEXIBILITY AND COST EFFICIENCY**

Through the combination of print and digital, you are able to quickly reach diverse communities, cities and demographics and effectively convert prospects into customers.

Integrated campaigns can creatively coincide special sales with events like the first snow day or local sports victories. Print and digital opportunities allow for swift ad placement, making newspapers one of the fastest advertising channels. Combining digital and print ads can reach a local market in less than 24 hours.
- 5. EFFECTIVE CONTACT WITH LOCAL COMMUNITIES**

Effortlessly reach out to diverse communities, cities, or specific demographics by utilizing both print and digital channels. These platforms offer a focused marketing approach that, when combined, cultivate a tailor-made outreach strategy.

THE TAKEAWAY

Can you imagine a world without print?
Neither could we!

Utilizing print and digital allows you to create powerful, multichannel marketing campaigns that provide a greater reach.

If you aren't combining both mediums, you might be missing an audience you'd only connect with if you used one or the other. Don't limit your reach by thinking print or digital is better and embrace the power of both to expand your brand's influence.

