

# MARKETING DECISION TREE

## • PRINT OR DIGITAL ADVERTISING •

Are you on the fence as to whether print or digital advertising would be best for your business? We've got you covered! Simply choose the marketing goal that best suits your company objectives and follow the guided path to discover the most suitable solution for your upcoming marketing campaigns.

### WHAT'S YOUR MARKETING GOAL?

#### Customer Loyalty

Evaluating customer offerings and understanding creative strategies for building customer loyalty can help your business maintain and expand its customer base.

#### Grow New Customer Base

Customer acquisition is the process of gaining new customers or clients - achieved when they purchase your product or subscribe to your service.

#### Brand Awareness

Creating brand awareness makes your brand recognizable and memorable to your audience. This helps to develop a distinct look for your brand and products you offer.

#### Improve Existing Customer Relationships

A customer relationship management strategy is a plan to build better connections with current customers and get more leads from prospective clients

### WHO IS YOUR TARGET AUDIENCE?

#### Location

Target ads to users based on physical location with GPS coordinates or IP addresses to pinpoint their exact location.

#### Everyone

Reach a large blanket audience through targeting everyone. This can be effective for print through Every Door Direct Mail (EDDM) but could end up with a higher cost-per-action through digital.

#### Demographic

Grouping consumers based on shared characteristics like age, gender, income, etc. can help decide which type of advertising to use - digital for a younger group or print for an older demographic. Segmentation can help create better campaigns.

#### Subculture

Categorize customers by looking at the attitudes, values, and behaviors of diverse groups to discover potential marketing and advertising opportunities.

### WHAT IS YOUR BUDGET METHOD?

#### Competitive Parity

A method used where a company spends the same amount on advertising as competitors in order to defend a competitive position without overspending. Budget is estimated by calculating costs of completing tasks.

#### Objective and Task

A method used by setting a promotional budget by estimating the costs of tasks to achieve the objectives. Budget is decided by estimating the costs of carrying out the tasks.

#### Percent of Sales

A method that uses percentage of sales to estimate future values of line items like cost of goods sold, inventory, and cash. It applies these percents to future sales estimates to project future values.

### WHAT TYPE OF ADVERTISING WORKS BEST FOR YOU?

#### Print Advertising

Print is a great way to reach out to a wide audience. Ads are printed in hard copy and can be found in newspapers, magazines, brochures, and sent directly to the customer through a direct mail campaign (EDDM).

Pro tip: Include a mailing list to hone in on your target audience for even better results.

#### Combination Advertising

Combining print and digital creates a unified, consistent brand experience across physical stores, apps, and websites, that allow customers to seamlessly interact with the brand. Digital formats include text, image, audio, and video.

Pro tip: Look into creating an omnichannel experience for your clients for a strong brand presence.

#### Digital Advertising

Digital advertising is about marketing through online mediums like websites, streaming platforms, and many more. It also covers a variety of media forms like text, image, audio, and video.

Pro tip: Effectively utilize digital advertising by creating current, trending content.

