

PRINT CAMPAIGNS: WHERE DO I BEGIN?

Print marketing campaigns are a great way to advertise your business or service. They're cost-efficient, enabling you to effectively reach your target audience and spread awareness quickly. If you're new to planning a print campaign, let us help you get started with our easy six-step guide.

Plan Your Print Campaign in 6 Simple Steps:

1. Set the Objective of Your Campaign

What is the main goal of your campaign? Reaching a new audience? Retaining existing customers? Your campaign's purpose will guide the content and the medium, so before you incorporate print into your marketing mix, first determine the specific objectives you want to achieve.

2. Define Your Target Audience

Your target audience consists of individuals who will benefit the most from your message. Determining your target audience can be based on various factors like age, gender, income, location, interests, and more. Make sure your selected target audience aligns with the objective of your campaign.

3. Set Your Budget

Consider all expenses associated with your campaign, not just the cost of the printed materials. Other costs could include hiring a creative team, printing, packaging, delivery, and the cost to purchase a mailing list if necessary.

4. Choose an Appropriate Marketing Medium

Maximize the effectiveness of your printed pieces by considering your target audience and the objective of your campaign. Send booklets to remind your existing customers about your products or use postcards to generate awareness and boost sales to new customers. If you're uncertain about the advantages of different formats, review Aradius Group's **REACH Formats Comparison Chart** to make your decision easier.

5. Decide Theme, Key Message and Content

Create or maintain brand recognition with an eye-catching and cohesive theme. Whether your theme is seasonal or inspirational, make sure to use clear, relevant copy that resonates with your target audience to boost engagement and deliver your message.

6. Execute Campaign and Measure Your Results

Working with a trusted print partner, like Aradius Group, makes the execution part a breeze. Measuring the results of your offline marketing campaigns might not be as easy, but there's a few methods that can help. Implement a scannable QR code to guide readers to a special URL or include a redeemable coupon code for online use. By tracking these metrics at different cadences, you can assess the effectiveness of your print campaign.



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