# TWO SIZES FITS ALL

# Consumers have never had more choice over the media they consume or where they consume it.

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Marketers have had to respond to a fragmentation of the media environment by creating more diversified and targeted communications that reach their prospective customers wherever they are. For most brands, that means both physical and digital channels. This introduces complexity to marketing campaigns in a way that, for some, questions the value of certain channels to market. »

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## Is Print Media Dead?

In short, absolutely not! The advent of digital has certainly upended the print media industry. Traditional magazines and news outlets have seen digital subscriptions surpass physical subscriptions, and the print advertising industry has had to innovate over the past decade to drive growth and profitability.

With that said, digital hasn't been the death sentence for print that some predicted, and for advertisers, it remains a critical component of any integrated marketing strategy. While digital far exceeds print in its capacity to deliver personalised communications at speed to very specific audiences, print maintains a few critical advantages:

**Cut-through:** News outlets, entertainment companies, app developers and advertisers are relentlessly competing for our attention when we interact with digital media. To navigate the digital world effectively, we've had to become increasingly adept at filtering out commercial messaging, either sub-consciously or deliberately through ad-blockers or spam folders.

By contrast, print provides relief from our chaotic digital lives – an opportunity to sit-down and focus on something that we're consciously and voluntarily engaging with. It's in this frame of mind that we *see* print or direct-mail advertising, which is why a print ad impression is much more valuable than a digital impression. Response rates from direct mail ads are around 5-9%, far ahead of paid search (1%), social media (1%), and display (0.3%).[1]

**Branding:** Anybody with $5 and an internet connection can find their way into your Facebook news feed, but not every brand can run a double-page spread in *Vanity Fair*. The exclusivity and prestige of print advertising has a reputational impact on brands, with 82% of consumers claiming to trust print ads, while 43% trust social media and 39% trust display.[2]

**The impact of data:** The effectiveness of print marketing has been enhanced since the arrival of digital. For example, the same data used to deliver personalised, targeted messages through digital can be applied to direct mail campaigns, while QR codes allow advertisers to track user engagement with print campaigns.   >>

// Client_MENOSUNOCEROUNO
// Creative Director _Gerardo Ortiz
// Country _Mexico

## Integrating Print & Digital

Any advertiser running a major campaign that doesn't leverage both physical and digital media, is failing to maximise the number of touch-points with its audience. The most effective campaigns use a blended approach, capitalising on what digital and physical channels do well respectively.

Here are a few general principles for creating impactful integrated campaigns that leverage the best features of print and digital channels:

**Map your user journey:** Appropriate channel selection for a campaign is contingent to your understanding of how somebody who's never heard of your brand or your product becomes a customer. You'll want to know:

- How and where they consume media (online and offline)?
- How much research they do prior to making a purchase (and where they do it)?
- What they want to know about your brand/product?
- How and where they like to engage with brands across any communications channel?

Having a clear picture of the user journey will help deliver the right messaging through the right channels at the right time. For example, you might run an awareness-oriented campaign through print, directing visitors to more detailed product information on your website, and ultimately driving sales via email or direct mail. It's critical to understand these journeys, capturing as much data as you can on how users are interacting with them, and optimising your strategy accordingly.

**Ensure all messaging is targeted:** In selecting channels for an integrated campaign, you're typically going to be faced with a trade-off between targeting and reach. Offline channels allow you to reach a large audience while Facebook or SEM (Search Engine Marketing) help you find prospective customers with very specific characteristics (demographics, location, interests, etc.).

Consider how you might want to tailor your messaging to the audience you're talking to. For example, car ads on TV typically prioritise creating memorable imagery and positive brand associations over messaging on horsepower and fuel efficiency. The converse would be true of a Facebook campaign targeting motoring enthusiasts.

**Use clear CTAs:** Integrated campaigns work best when they take people on a journey – from unqualified prospect to qualified lead to customer, and from channel A to B to C. Whenever you want direct mail recipients to seek more information on a website or website visitors to subscribe to a mailing list for example, you'll need very prominent, explicit, calls to action.

**Track, monitor & optimise:**
A campaign strategy is a hypothesis – it lays out how you expect the audience to respond to your marketing activity. What you discover about your audience through pre-campaign research and planning will quickly be eclipsed by insights generated by actual campaign performance (if you're capturing the engagement data you need to find them).

For integrated campaigns, there are a few things that need to be in place before launching that enable you to analyse and adjust your integrated strategy as required through the campaign:

- A well configured web analytics tool like Google Analytics or Adobe Analytics
- QR codes on physical collateral to minimise friction between the offline and online experience (and allow you to track traffic between the two)
- Simplified vanity URLs for offline messaging (e.g., yourwebsite.com/sale) to help people who might hear about your campaign via print or radio easily find the campaign landing page
- Lead generation forms that capture information pertinent to your campaign like email, address, or company
- Conversion pixels for digital campaign optimisation
- Consistent naming conventions that make it easy to break down your data by channel, audience, or creative, and combine data from multiple sources

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## The Supporting Data Driven Infrastructure That Drives Improved Campaign Success

Advances in marketing technology have created new opportunities for greater online and offline integration, but also greater complexity in campaign management and optimisation. As marketers, capture more information about more user interactions, there's a proliferation of data that requires extensive automation to extract relevant and timely insights. Building a platform capable of ingesting, analysing and visualising data requires significant investment in specialised infrastructure and expertise.

For marketers starting out on this journey, it's critical to put the following in place:

**Data governance:** This establishes policies, procedures, and standards for managing the organisation's data, ensuring consistency, accuracy, and security of what you're capturing, storing, analysing and distributing.

**Data ownership:** A critical component of data governance that assigns responsibility for the accuracy and security of datasets. Responsibility is shared between a data owner (typically a marketing manager, product manager, etc.) who's responsible for defining policies, and a data steward (typically a data or IT professional) who implements those policies.

**Data security:** The spate of recent cyber-attacks has put data security at the top of the agenda for many IT teams. This year, one in ten consumers reportedly stopped doing business with a company after learning of a data breach.[3]

Organisations can minimise this risk through:
- Data encryption
- Robust, well-defined access controls
- Secure data storage practices
- Comprehensive training in data security

**Transparency:** Being transparent about how you use your existing and prospective customers' data is critical to building trust. 85% of consumers feel it's important to know a company's data privacy policies before making a purchase.[4] Marketers should ensure they're only asking for whatever's critically important to their strategy, all while making it clear why that information is required.

**Data warehousing:** A data warehouse consolidates, structures, and stores data from any platform or tool that's capturing information about your campaign or audience. This involves building automated pipelines between your source systems and the data warehouse to extract, transform and load data on a regular basis.

**Data visualisation:** Data visualisation tools like PowerBI and Tableau allow marketers to visually represent the data stored in the data warehouse. Typically, this involves building near real-time dashboards that highlight critical trends you might want to respond to over the course of a campaign.

For example:
- What content works best on what channel?
- What are the roadblocks in the email journeys?
- Which audience segments are most likely to convert?

In a fragmented media environment, the capacity to make the most of the large datasets across diversified marketing campaigns looms as a critical competitive battleground. Marketers who develop their communication strategies that leverage the best features of both offline and online channels will have greater success in delivering valued outcomes for their customers and in turn, ROI for their own business. ●

*Sources: 1. IWCO, 2023; 2. Marketing Sherpa, 2017; 3. McKinsey & Company, 2022*

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