



NEWSLETTERS Digital or Print?

Confused as to which way to turn? GAM helps customers produce newsletters. It matters not to us whether the customer asks us to do their publication digitally or in print. However, it does matter from a marketing perspective. How?

Let's look at the digital option. Yes, there are no printing charges. But as the saying goes, "You get what you pay for." The Internet is less expensive, equalizing a business's marketing reach, no matter how large or small the company. There

has been an incredible increase in market spend with social media. Marketers across the nation have been redirecting their dollars to the electronic and digital world in larger percentages since 2007. Many studies point out that print media began its decline in that same year.

Fast forward to today. There is now too much mail cluttering email inboxes. Let's face it; we all receive a bothersome plethora of notifications via Facebook, Twitter, and other social media outlets. With this migration of marketing messages, printed material, especially of the newsletter variety, is once again getting excellent traction as communications vehicles. Numerous studies have been done over the years that show printed newsletter use and popularity is on the rise.

According to the **2014 Business-to-Consumer (B2C) and Business-to-Business (B2B) Content Marketing Benchmarks, Budgets, and Trends report for North America**, B2C marketers use print newsletters with greater frequency at 29% compared to their B2B counterparts at 22%. Also, customer retention/loyalty is cited as a top marketing goal for B2C compared to lead generation for B2B.



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In other words, a print newsletter is an easy and effective way to increase retention rates, increase referrals, and instantly build long-lasting relationships with your clients. Printed newsletters keep you at the forefront of the readers’ minds. On top of that, because a print newsletter is a physical object, it can easily be picked up and passed around – which is precisely what your clients will do with it. When you send out a monthly print newsletter, you’re automatically reaching new customers way beyond your mailing list.

Epsilon Targeting’s Consumer Channel Preference Study shows that print newsletters (which fit into the category of direct mail) continue to deliver consumers’ preferred means of receiving marketing messages from brands. Some food for thought:

- Six of 10 U.S. consumers surveyed say they “enjoy getting postal mail from brands about new products” and services
- Direct mail (includes print newsletters) is preferred over email by ALL respondents
- A natural inclination for direct mail includes the 18 to 34-year-old demographic
- Half of all respondents concur with the statement, “I pay more attention to the information I receive by postal mail than received by email.”

One reason: getting a printed communications piece in the mail has become more unique than getting one in your inbox. This means you have a better chance of really capturing more of your customers’ attention through printed newsletters.

Another fact: Direct mail still holds a 43% share of total retail advertising, and 76% of small businesses say their ideal marketing strategy involves both digital and print marketing efforts. Read more about this at Business2Community.com.

Digital or print? We design and produce both, but in 2020, the market trends support print for effective relevancy.

Call GAM Graphics and Marketing for your newsletter needs.

571.375.7200

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