

Improve the Return on Your Marketing Investment

WHITEPAPER

TREND SPOTTING

Everyone sees the headlines related to the death of print today. After all, how exciting is it to write about a technology that's been around for centuries – especially when there are all sorts of NEW things to write about.

“media consumption trends ... are not indicative of media effectiveness in influencing consumer behavior.”

What's interesting about the en vogue approach to print vs. digital comparisons is the inconsistency is exactly what's being discussed and measured. sometimes the discussion is about mobile device purchase trend vs. print subscription trends. Mobile trending up, print trending down. Guess that means you should shift marketing dollars to digital. Right?

Other times the discussion is about time spent with media. The chart below might suggest mobile marketing to be a better investment than print because people are spending more than twice as much time in that channel.

Average Time Spent per Day with Major Media by US Adults, 2009-2012
minutes

	2009	2010	2011	2012
TV	267	264	274	278
Online	146	155	167	173
Radio	98	96	94	92
Mobile (nonvoice)	22	34	54	82
Print*	55	50	44	38
– Newspapers	33	30	26	22
– Magazines	22	20	18	16
Other	44	47	45	36
Total	632	646	678	699

Note: time spent with each medium includes all time spent with that medium, regardless of multitasking. For example, 1 hour of multitasking on a PC while watching TV is counted as 1 hour for TV and 1 hour for online;

*offline reading only

Source: eMarketer, Oct 2012

Shift the discussion to sales measurability. How can you attribute purchases to print media when people rarely purchase directly through print anymore? In the good old days, they sent their orders on printed reply form through the mail. How quaint, and expensive. Even call centers have given way to the technological advantages and lower costs of online ordering.

While media consumption trends may be accurate indicators or predictors of macro-level consumer habits, they are not indicative of media effectiveness in influencing consumer behavior. If your business goal is directly related to sales performance, this is a critical distinction to understand.

IT'S COMPLICATED

Today, the potential for media or channel placement and the associated spend of marketing dollars has gotten pretty complicated. And here too, there is a lot of trendy speculation and advice about what mix of channels provides the best return of marketing investment (ROMI).

Omnichannel is the hot word today. Yesterday, it was multichannel and cross-channel the day before that. It makes your head spin, doesn't it? But, it shouldn't. If you look carefully at what's occurring in this media rich environment, you'll see that it's really just an infatuation with channels. The preoccupation with media channels is less important than understanding how consumers make purchase decisions.

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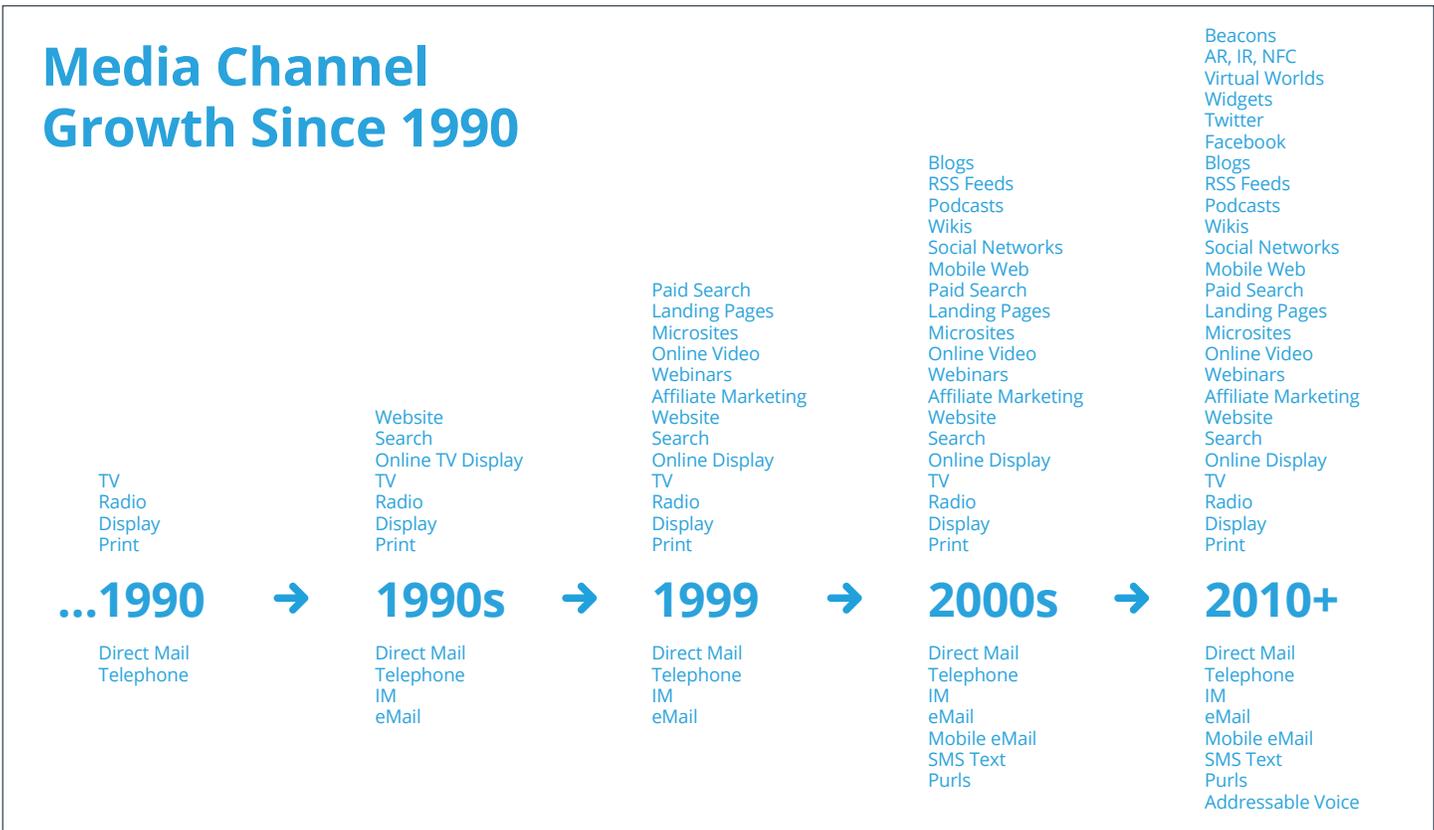
EXPOSURE

What reasons are there to justify spending on retail inserts, in a media that is among the lowest in time spent per day by US adults and whose time trend is declining? The answer to that is based on an understanding of exposure and consumer purchase behaviors, not media consumption trends.

According to the NAA's SenseMaker Report, a majority of U.S. adults, 164 million (69%), read newspaper media content in print or online in a typical week, or access it on mobile devices in a typical month.

– Newspaper Association of America





That is significant reach! And this statistic doesn't reveal all that's important in understanding why marketing distribution through print channels can be so effective. Key to this effectiveness is understanding how consumers are exposed to new products and services, new store locations, even new offers. Retail inserts are still among the most effective ways to build consumer awareness and drive them to your store, or to make a purchase. And today, retail inserts can be integrated into a retailer's or newspapers online presence.

Newspapers ranked first, or tied for first, in seven of 12 benefit statements related to advertising platforms, with the top three being:

- **"You check for your regular shopping"**
- **"Most valuable in planning shopping"**
- **"Most believable and trustworthy"**

– "How America Shops and Spends 2013": Frank N. Magid Associates for Newspaper Association of America

PRINT WORKS

Whether you're looking for national reach or local relevance, print can provide options to effectively accomplish both. And print advertising content can be versioned geographically to drive customers to the nearest store location in their area.

Getting national distribution of a retail insert requires purchasing from a large number of newspaper publishers. This can be more easily accomplished by working with a vendor specializing in such unique placement strategies and purchase negotiations. A good partner can plan placement to maximize coverage of targeted locations, supplement coverage with additional online media options to extend market penetration and negotiate the best possible rates from all participating publishers. Additionally they can verify circulation, insertion orders, and invoice accuracy.

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Today, the effectiveness of retail inserts can also be effectively monitored and adjusted for the best ROMI. Performance analysis can be conducted down to the store level using measures such as sales lift or coupon redemption. This allows retailers to adjust distribution plans, channels, offers and more while continuously measuring for the desired trend.



PRINT'S PLACE IN OMNICHANNEL

Real control of marketing communication channels has shifted to consumers. They don't approach media the same way that marketers do. While we've just demonstrated how important one channel – retail inserts – can be as part of a campaign, how are retailers supposed to integrate this with all the other channels consumers might access in their search for products and services?

Today, retail inserts can, and should, be connected to online channels. Most retailers don't think twice about distributing copies of circulated retail promotions at the entrance to their stores. In this manner, the in-store retail experience is connected to the in-home experience and shoppers who forgot to bring their delivered promotion with them have access to the same coupons or reminders of the same specials that prompted their visit in the first place.

Technology improves connections like this to the advantage of both the consumer and retailer. For instance, printed retail circulars can easily be converted to digital versions which allow the consumer access from a smart phone. Online versions can incorporate enhanced features like product tagging, links to more product information, scannable coupons, etc. In this way, receipt of retail inserts now becomes the prompt for additional connections between retailers and customers.

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Of course, there are many ways to increase the engagement of consumers with retail inserts. OR Codes, Image Recognition and NFC chips provide opportunities for easy access to more product information, loyalty programs, special branded campaign experiences and even direct purchase online. And, all of these opportunities increase the amount of data you have about your customers and how they respond to your brand.

The smart way to approach omnichannel campaigns is to build a foundation that accounts for all consumer touch points both online and offline. Consider how they can be linked together, measured and work together to maximize return. Tight management of offline production and distribution is the way to improve ROMI for print and eliminate waste. If campaigns are long running or staged over time, even the offline components can be adjusted between sends to assure the consumer that your connection with them and your online components is always relevant. Stop thinking about channels independently and start delivering integrated campaigns built upon connected multichannel experiences.



See how we can help.



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