

# YOUR ULTIMATE GUIDE TO PRINT MARKETING

EVERYTHING YOU NEED TO KNOW TO EXECUTE YOUR CAMPAIGN



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# PRINT MARKETING

Print offers a tried and tested approach to getting your business noticed by your target audience. However, it may appear daunting to those that have never implemented it into their marketing strategy before. This guide will make planning your strategy simple and straightforward, providing you with all the essential information you need to start leveraging print to its full potential.

## WHAT IS PRINT MARKETING?

Print marketing is inclusive of a wide range of products such as posters, brochures, leaflets, direct mail and any other tangible materials that communicate your marketing to your customers.

The physical nature of printed marketing collateral provides an abiding advantage over its digital counterparts. Making it a fantastic approach to getting your brand in front of your clients.



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# THE BENEFITS OF PRINT MARKETING

## 1. Print is Tangible

Printed marketing materials are physical items, meaning that they often have a longer 'shelf life' than their digital counterparts.

Printed marketing collateral can be kept in your prospect's homes and offices for months after it has been received. Every time your prospects see your company brochure on their desks, they are reminded of your brand.

## 2. Print is Engaging

The average time a user spends on your website is 15 seconds. Whereas, on average, a consumer spends 43 minutes looking at your company brochure or magazine.

When a prospect reads your printed marketing collateral they are engaged for a much longer period of time, providing you with a valuable opportunity to get your message across.



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# THE BENEFITS OF PRINT MARKETING

## 3. Trustworthy

Consumers are less likely to trust digital marketing due to fear of fake information. With such a large number of companies online, who can you really trust?

Print creates a sense of legitimacy. If a consumer sees your brand online, after reviewing your printed collateral, a sense of trust and credibility already exists.

## 4. Print Offers a Fantastic ROI

Studies have shown that print can increase ROI by as much as 240% (INMA, 2013).

This can also be increased even further when print is integrated with your online marketing strategies.

## 5. Print Establishes your Brand

The key to a successful business is a strong, recognisable brand. Print media allows you to bring your brand's colours, fonts,



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# TYPES OF MARKETING COLLATERAL

There's a wide variety of print marketing materials available, making it difficult for you to choose which ones are right for your business. Choosing the right collateral will depend on the nature of your marketing campaign and the results that you want to achieve.

To help make the decision simple and straight-forward, here's a list of print marketing materials that you may want to consider using:

## POSTCARDS

Postcards are the perfect accompaniment to your direct mail campaign. They offer a cost-effective, tried and tested approach to creating valuable relationships with your clients and prospects.



As soon as your postcards are sent or handed to your target audience, they're greeted with your headline and your message is received immediately.

Postcards can be cut-to-shape and finished with a wide variety of bespoke finishing options. They're perfect for sending marketing messages, seasonal offers or follow-ups.



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# TYPES OF MARKETING COLLATERAL

## BUSINESS CARDS

Affordable, tangible and memorable. As long as you're carrying one, a great business card will never let you down.



Business cards are a professional networking tool that allows you to share your details and form valuable business relationships, seamlessly.

Investing in high-quality, unique business cards, not only creates a great first impression but can also help your business have a lasting impact on your prospects. In fact, an overwhelming 72% of people form an opinion about your business based on the quality of your business cards (Statistic Brain Research Institute).

There's a wide variety of different business card stocks, and finishes, suitable for a wide range of different businesses. Making your business cards unique by adding a soft touch laminate, or a Spot UV finishing is a great way to stand out against your competitors.



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# TYPES OF MARKETING COLLATERAL

## COMPANY BROCHURES

With the rise in online marketing, standing out from your competition is becoming increasingly difficult. Investing in a company brochure may seem old-fashioned, however, they present a unique way to market your business and get results.



Company brochures provide a professional way to effectively showcase your products and services. Brochures can be handed out at meetings with prospects or can be distributed effectively to get your brand straight into the hands of your ideal clients.

Brochures are available with a number of different finishes or presentation options including **perfect bound brochures**, **saddle-stitched brochures** which are perfect for showcasing your top products, **case bound brochures** which are great if you're looking to achieve premium results on a budget, and **wire-o bound brochures** which are great for courses, presentations, training manuals or reports.



# TYPES OF MARKETING COLLATERAL

## FLYERS AND LEAFLETS

Flyers and leaflets are essential for any successful marketing campaign. This low-cost form of media offers something tangible, which can be delivered straight into the hands of your ideal clients.



If designed well, they're fantastic for ensuring your brand is remembered. In fact, 45% of people who receive them are likely to keep hold of them or pin them on their noticeboards (Data & Marketing Association, 2016).

Leaflets and flyers can be printed onto a number of different paper stocks and can be finished with a variety of different folds to suit your needs.

These four types of print marketing collateral are just a few of the materials you may want to consider incorporating into your marketing strategy. To see our full range of products, visit [soarvalleypress.co.uk/our-products](https://soarvalleypress.co.uk/our-products)



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# CREATING YOUR MARKETING COLLATERAL

## 1. Make a Point

Your marketing collateral only has seconds to make the right first impression, making grabbing your recipient's attention vital.

Consider opting for a clear headline that addresses exactly what you can do for your customer and how you solve their problems.

Potential ideas for a striking headline include:

- Highlighting the biggest benefit you can bring to your clients.
- Using the words 'how' or 'how to' to show that your content will be useful.
- Drawing attention to your latest offer.
- Asking a simple question that you know your readers will want the answer to.

Brainstorming ideas and taking time to ensure your copy is just right, is key to making sure your collateral makes a **BIG** impression.



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# CREATING YOUR MARKETING COLLATERAL

## 2. Consider your Target Audience

Just as in all elements of business, when creating your print marketing collateral, you must do your research and ensure you know your target audience.

Building buyer personas, and consistently referring to them, is a great way to ensure you keep your target market at the forefront of your mind.

When writing effective copy for your print marketing materials, ask yourself the following questions:

- What are my target audiences pain points?
- How can I help solve their pain points?
- What would convince them to buy your products over your competitors?
- What's your USP?
- What are the benefits of your products/services?

The answers to these questions are the messages you should lead with in your copy.

**Top tip:** It's likely that your products may have a number of different benefits for your different audiences. Try and refer to the benefit that is applicable to your wider audience in order to appeal to more of your prospects.

# CREATING YOUR MARKETING COLLATERAL

## 3. Ensure your Branding is Consistent

Your brand should be consistently represented across all of your marketing collateral. This involves ensuring you use the same:

- Colour palette
- Language
- Fonts
- Logo
- Slogan
- Design Style

By ensuring that all of your collateral resembles your brand, you obtain a consistent presence and increase your brand recognition.

A fantastic example of a consistent brand is McDonald's which reinforces its brand at every opportunity. Their famous golden arches logo is repeated throughout their collateral and at every single one of their franchises, creating a memorable and recognisable brand.

Having a professional Graphic Designer design your collateral is essential for ensuring your branding is consistent and your materials are polished. However, if you are working on a smaller budget, free Graphic Design tools such as Canva and Adobe Spark may help you achieve your desired results.

# CREATING YOUR MARKETING COLLATERAL

## 4. Include a Clear Call to Action

Adding a timely call to action (CTA) to your printed collateral is a great way to create a sense of urgency. This will prompt your customer to take the next step, whether that be visiting your website, getting in contact with you or placing an order.

Ensuring your call to action is clear will make it simple for your customer to continue their journey with you. Using CTA's such as:

- Visit our website at [soarvalleypress.co.uk](http://soarvalleypress.co.uk)
- Call us on 0116 259 9955 for a free consultation
- Place your order today

will make it simple and straight forward for your customers to identify their next steps.

## 5. Include a Testimonial

Social proof is one of the most effective forms of marketing. In fact, 70% of people will trust a recommendation from someone they don't even know (Nielson).

Including praise from your customers is a great way to demonstrate an unbiased view of the products/services you offer, bringing strength to your business from a customer perspective.

# THE CURRENT PRINT MARKETING TRENDS

## 1. Personalised Content

Your clients and prospect aren't just looking to buy a product they are seeking a positive experience with your brand.

Using data to personalise your direct mail campaigns is a great way to ensure your collateral has a higher chance of converting.

Personalisation stretches far further than just their name and company. Some potential opportunities for personalisation include using your audience's industry/hobbies to ensure you only advertising products that are relevant to their needs or sending a personalised offer on their birthday to let them know you're thinking about them.

## 2. Integrating your online and offline marketing

Integrating your digital and print marketing is one of the best ways for your marketing campaign to be effective. The two mediums respectively have a range of different advantages that when used together could create staggering results for your company.

One of the most straightforward ways of achieving such results is through QR codes. A QR code is a code, that when scanned, brings your prospects directly to your website or a specified landing page. Making it simple and straightforward for them to find out any additional information they may need to make a purchase.

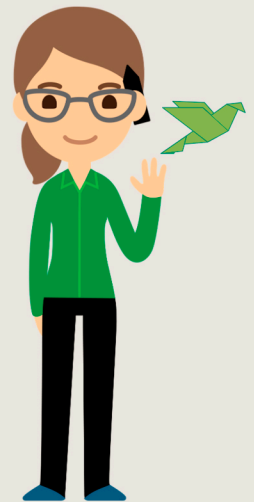


# THE CURRENT PRINT MARKETING TRENDS

## 3. Paper and Texture

The tactile nature of print can definitely be used to your advantage.

Print that appeals to your audience's senses has been shown to increase customer recall and is far more likely to be kept by potential customers. Using spot UV, foiling, a soft touch lamination, or embossing is a great trend that appeals to your prospects' senses and ensures that your print marketing stands out.



## 4. Compelling Storytelling

Storytelling has become one of the biggest print marketing trends.

Effective storytelling combines strong images, with intriguing copy that grasps your prospect's attention. It creates a narrative that depicts your customer's journey to greatness after they have enlisted the help of your products/services.

Making your story relevant, concise, supportive and interesting is a sure way to ensure your print return on investment is maximised.



# THE CURRENT PRINT MARKETING TRENDS

## 5. Highlighting Customer Stories

Highlighting customer stories, in your print marketing copy, is another tactic that is becoming increasingly popular. Your prospects love to hear about your customer's success and how they could achieve similar results from working with you.

Testimonials provide the perfect real-life example of your work and provide social proof, bringing strength to your business from a customer perspective.



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# HOW TO DISTRIBUTE MARKETING COLLATERAL

There are a number of different ways to distribute your marketing collateral, to ensure they get into the hands of your ideal clients. Here we'll run through just a few of our favourites:

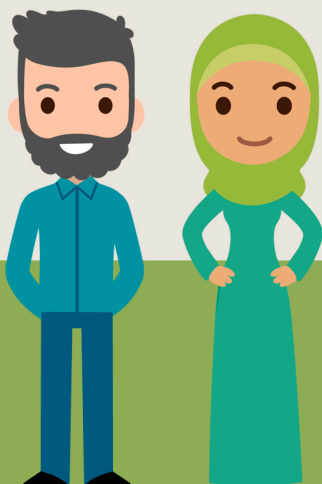
## Door-to-door

Posting your marketing materials through your prospect's letterboxes is a classic way to get your marketing collateral into the hands of your prospects.

Some 60.5% of people say that they would read a leaflet that was posted through their door (Direct Marketing Association, 2016).



**Top Tip:** When door-dropping, it is vital you consider your location. Where does your ideal client live? For example, if you're looking to target students it might be worth door-dropping in areas with a high population of students, i.e. near university buildings.



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# HOW TO DISTRIBUTE MARKETING COLLATERAL

## Business to Business

Depending on the goods/services you're offering, sending out your print marketing materials to other local business may be a good place to start.

Distributing leaflets to public places such as local libraries, doctor's surgeries, and community centres could be a great way to get your message seen by local people. Many of these places will have community noticeboards where they can advertise your event or offerings.

## Networking Events

If you're a B2B business, networking events offer a fantastic opportunity to get your collateral into the hands of your prospects.

Handing your professional business card to individuals once you have made a meaningful connection, is a great way to ensure they have your details on-hand should they require your products/services at a later date.



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# HOW SOAR VALLEY PRESS CAN HELP YOU

Are you looking to improve your marketing and your business with print marketing that reaches more of your ideal customers and prospects?

View our full range of printed products at  
[soarvalleypress.co.uk/our-products](https://soarvalleypress.co.uk/our-products)

Do you want to discuss your strategy further? Talk to our friendly team today and they will make the process of designing and ordering your marketing collateral simple and straightforward.

You can contact us today by calling **0116 259 9955** or emailing [orders@soarvalleypress.co.uk](mailto:orders@soarvalleypress.co.uk)

Looking for more useful information and resources? Visit our website [soarvalleypress.co.uk](https://soarvalleypress.co.uk)

## OUR GUARANTEE

We are totally committed to ensuring you are completely happy with the products and services that we supply. We will strive to ensure you have a positive experience and work hard to resolve any issues you may have. We offer a full refund or reprint if we are not able to deliver what we promise in our proposal.



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Rated **Excellent** 4.5 on ★ Trustpilot ★★★★★



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