

HUNTING DOWN THE PROFITS

5 GREAT WAYS TO
TRACK YOUR ROI
IN PRINT

USE DATA EFFECTIVELY:
TARGET YOUR MESSAGING
WITH LASER FOCUS

FIND OUT WHY CONSUMERS TRUST
AND PREFER PRINT OVER OTHER MEDIA

PLUS:

- Consumers Trust Direct Mail When Making Purchasing Decisions
- Brands Can Increase Their ROI When They Use More Marketing Channels



POINTING TO PROFITS

5 ways to track your ROI in print



One of the reasons marketers love online marketing is that it's easy to track. Who clicked through the link on my email? How many people reacted to my social media post? But response and ROI can be tracked in print, too. Here are five tools you can add to your direct mail, print advertising, and other print marketing to track their effectiveness.



1. Add personalized tracking codes.

With digital presses, you can generate and print unique tracking codes for each recipient. If respondents are asked to bring in coupons or hand in response cards, for example, you can tie those responses back to a specific campaign.



2. Use a campaign-specific phone number.

If you are asking people to respond by phone, send them to a phone number used only for that campaign. When tracking calls, be sure to remove duplicates to ensure the response rate is accurate.



3. Create a campaign-specific landing page.

Just like phone numbers, landing pages can be created to be specific to your promotion. For example, www.bobslandscaping/january17offer. Be sure to watch for unique visitors rather than just clicks, since people may log onto the page more than once.



4. Capitalize on personalized webpages.

With personalized webpages, you can do more than just track who responds to your offer. You can greet them by name, provide them with personalized content, and even gather more information through surveys or online forms. These pages also allow you to track “soft” leads, or people who land on the page but don’t follow all the way through.



5. Online drop-down forms.

Try using a drop-down form on your website to ask where people heard about you. Did they hear about you through an online search? TV ad? Direct mail campaign? Be sure to list each campaign by name and keep your list up to date.

These methods are effective, not just in tracking response rates, but for tracking all the way through conversion, sales generated, and ultimately, ROI. Try them—and discover just how effective your print campaigns really are.

REACH YOUR TARGET DESTINATION

*Does your data answer
the right questions?*

Whether it's through direct mail or email, in-store signage, or highway billboards, the most effective marketing is tailored to your target audience. Recently, HubSpot put together a list of questions that will help you target your messaging with laser focus. Let's look at seven of them.

1. Am I targeting the right audience?

Target audiences can shift and change. Your target audience might be different from what it once was. One national motorcycle brand, for example, recently discovered that its fastest growing customer segment was now younger and more highly educated than its older, more traditionally blue-collar customer base in the past. This allowed the company to reframe its messaging to reflect the changing face of its riders.

2. What defines this audience?

This is where audience profiling comes in. What are their ages?

Household income? Level of education? What do they look like demographically? Behaviorally? Psychographically?

3. What matters to them?

What life stage are your customers in? Are they new college graduates? New parents? Older adults starting to think seriously about retirement? Insight from third-party data such as magazine subscriptions, nonprofit donation history, and credit card purchase history can be very helpful here.

4. What motivates them?

Once you create profiles of your target audiences, you can build deeper understanding around what motivates them to buy. New college graduates, for example, are facing pressures to excel at their jobs. This translates into messaging that reflects confidence, status, and success.

5. Where and when can we reach them?

How is your target audience interacting with you? What channels do they use most? Are you more likely

to get them to pay attention if you follow up your direct mailer with email or a retargeting ad on Facebook?

6. What are their perceptions of your brand?

Is your brand already well known in the marketplace? Is it an up-and-comer? How can you use this to refine your messaging? Think about AARP. The organization knew that its target audience is working longer, more active, and living longer, healthier lives than in the past. To attract new members, it needed to reinvent its brand—and the

"You Don't Know 'aarp'" campaign was born.

7. What does their purchase journey look like?

Different messaging resonates differently at different stages of a customer journey. Direct mail may draw people into the sales funnel and a retargeted ad may re-engage them if they don't make a purchase right away. A follow-up email or printed collateral may seal the deal.

These are just some of the questions you will need to create a powerful marketing campaign. How many are you asking?

BUILDING TRUST WITH PRINT

*New Survey:
Consumers still trust
and prefer print*

Digital marketing is everywhere, and it has its place. But a new survey finds that, even in today's digital world, consumers still prefer print for many types of communications.



The survey, commissioned by Two Sides and carried out by Toluna, was conducted in June 2017. It surveyed more than 10,700 consumers around the world.

The results reveal a strong preference for print when it comes to recreational reading, such as books and magazines. Nearly three-quarters (72%) of respondents say they prefer printed books, compared to only 9% preferring e-books.

Burdened by concerns about “fake news,” consumers trust print more, too. More than three in four respondents (76%) are worried about the rise of “fake news,” and only 24% trust the news stories they read on social media. Sixty-three percent believe reading news in print provides a deeper understanding of the story.

Consumers also have a negative perception of online advertising. More than two-thirds (68%) say they don't pay attention to online ads, and 62% find them annoying. More than half (57%) do their best to block or avoid them.

Even as companies try to shift their customers toward digital rather than printed statements, invoices, and other communications, 89% of consumers believe they should have the right to choose whether they receive communications in printed or electronic form. They also overwhelmingly agree they should not be charged more when they choose paper.

What do consumers think of the “Go Green—Go Paperless” and “Save Trees” campaigns? They are suspicious of them. Nearly two-thirds (62%) believe that companies want them to switch from paper to digital to save money.

The Two Sides/Toluna survey also finds that paper is still perceived as being more secure and trustworthy than digital communications. Seventy-one percent of respondents believe that personal information held electronically is at risk of being hacked, stolen, lost, or damaged. Seventy-three percent keep paper copies of important documents at home for safety and security reasons.

Overall, the findings conclude that consumers trust, enjoy, and gain a deeper understanding of information read in print. They continue to show signs of digital fatigue, and concern about electronic information security and privacy remain top of mind.

The takeaway? Integrate digital into your marketing mix, but not at the expense of print.

Trusting the Source

76% of consumers trust direct mail when they want to make a purchase decision.



Source: Marketing Sherpa

© iStockphoto.com/tolgart

Paper Is a Plus

76% of consumers prefer the “feel and handling” of paper over other types of media.



Source: Two Sides/Toluna

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Brands can
increase their ROI by 19%
by going from one
channel to two, and



when using five

Advertising Age (March 14, 2016)

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