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The Value of Print as Part of Your Marketing Collateral

We often hear the term "Multi-Channel Marketing" and it is more prevalent today than ever. There are many avenues to promote your product or service, such as direct mail, online marketing, chamber mixers, signage, television and radio ads etc. Word-of-mouth has also been very important. The smart marketer utilizes various types of media to get his/her audience's attention.

The great thing about print, however, is that it can give your business credibility and raise its perceived value. It's also tangible - and tangible things don't get thrown away or forgotten nearly as easily as an ad in a social media news feed. Don't get me wrong, social media should be in most businesses marketing mix and [can work beautifully in combination with print](#). However, if you're looking for long-term bang for your buck, the shelf life of a printed piece can last as long as the recipient wishes. If you make it useful and appealing (bookmarks, calendars, informational or reference resources such as catalogs, guides, or manuals) - you will extend its shelf life exponentially. Print collateral can be very specifically designed and marketed to your target audience, and your message can be further communicated by your choice of great color, graphic design and various paper choices.

One of my favorite promotional gifts is the calendar. Calendars provide year- long advertising, prominently displayed and regularly looked at and appreciated! For those of you thinking about giving calendars this holiday season, I applaud you - the perfect gift for both the recipient and the gift giver!

CLIENT: Adrienne Streeter, Streeter Publishing

OVERALL STRATEGY: Incorporate more heart and personal experience into her blog posts

TOPIC: The value of print for marketing collateral

COPY PROVIDED: *We have often heard the term "Multi-Channel Marketing" and it is more true today than ever. There are many avenues to promote your product or service, such as direct mail, internet marketing, chamber mixers, signage, television and radio ads etc. Word-of-mouth has also been very important.*

The great thing about print, however, is that it will reinforce your message, give you credibility, is tangible and has a long shelf life. It can be very specifically designed and marketed to your target audience. It will drive traffic to your website to increase sales, and also serves as an informational or reference resource (such as catalogs or manuals for products etc.).