Integrated Marketing Communication
DCOMM/ENG 290
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PRINT & DIRECT MARKETING
Print

- Magazines
- Newspapers
- Collateral
- Out-of-Home
**Magazines**

- **Advantages**
  - Magazines are selective
  - Printing quality is much better than other mediums
  - Magazines usually last longer than other media
  - Magazines can add prestige
  - Many offer value-added services to advertisers
  - Magazines give you a lot of design flexibility
  - They are integrated with the Internet
Magazines

- Disadvantages
  - Pass-along rate might be higher, but they still get dumped in the trash
  - Online versions compete with print form
  - Difficult to stay current – especially with the Internet
  - Expensive!
  - Competition with other advertisers in the same magazine
Magazines

- Magazines fit especially well into integrated marketing campaigns
  - Examples:
    - Insert CDs in magazines
    - Cross promotion to cosponsor events, contests, etc.
    - Run a series within ads that direct readers online
    - Tear-out inserts with coupons
    - Samples
Finding the Best Magazine Ads

http://www.magazine.org/advertising/kelly_awards/
Newspapers

- Advantages
  - Local
  - Timely
  - Widespread
  - Controlled by readers
  - Co-op opportunities
  - Specialized
  - Believable
  - Convenient
  - Large Size
Newspapers

- **Disadvantages**
  - Short Life Span
  - Hasty Reading
  - Poor Reproduction

- **Trends in Newspapers**
  - Online news is competing heavily with the newspaper readership
  - Retail Advertising Space
Newspapers

- Newspaper ads fit very well into overall integrated marketing campaigns.

- Guidelines for Newspaper Ads
  - Establish a store character—the brand
  - Keep it simple, details are lost.
  - Use a dominant element if possible
  - Let white space work for you
  - State the price or range of prices
  - Specify merchandise
  - Urge readers to BUY NOW (Act Now, etc.)
Collateral

- Printed material used for personal selling, handouts, and sometimes direct mail
  - Product brochures
  - Corporate image brochures
  - Catalogs
  - Sell Sheets
  - Capabilities brochures
  - Personal selling kits
  - Trade-show handouts
  - Annual and quarterly reports
Collateral

- Collateral is often designed by a design firm or collateral agency other than the advertising agency.
- Collateral is usually integrated into an overall communication program developed by one agency or firm.

Why?
Collateral

- Successful Collateral:
  - Have a theme
  - Think of brochures as a campaign
  - Appeal to wants and needs
  - Think visually
  - Pay attention to typography
  - Stretch your thinking
  - Consider printing limitations
Out of Home Media

- Advertising that is seen outside the home but is not in the point-of-sale category.
  - Advantages
    - Flexible
    - High-impact
    - Exclusive
    - Economical
    - Great for establishing a brand
    - Ideal for promoting packaged goods
    - Effective in reinforcing existing brands
    - Fun and innovative
Out of Home Media

- Disadvantages
  - Usually can’t change quickly
  - Limited Detail
  - 5 seconds or less to tell your story
  - Paying for 24 hours even when it isn’t seen
  - Limited locations
  - People don’t always find such large (billboard) items attractive
Out of Home Media

- Billboards
- Interactive and digital media
- Transit
- Posters

- Which of these items would be most useful to the College Store?
- To the Lebanon Valley Chamber?
Direct Marketing

The interactive use of advertising media, to stimulate an (immediate) behavior modification in such a way that this behavior can be tracked, recorded, analyzed, and stored on a database for future retrieval and use.
Direct Marketing

- **Purposes**
  - Solicit a direct order
  - Generate a lead
  - Drive Store Traffic

- **Should also**
  - Generate a measurable response
  - Grow the long-term value of a relationship between the marketer and customer
Direct Marketing Benefits

- It’s specific
- It talks to the individual
- It can be high impact
- It can be localized
- It can generate sales where there are no stores
- It can help gather information
- It can be used to encourage trials of new products
- It delivers instant results
- It can be used as part of an IMC
Direct Marketing Disadvantages

- Only as good as the mailing list you have
- People hate it
- Often doesn’t reach the intended recipient
- Expensive!
Direct Marketing

Components of all Direct Marketing

- The List
- The Offer: what is the reward?
  - Discount?
  - Bonus product?
  - Recognition
- The Creative
  - The visual
  - The copy
  - THE STORY
Customer Relationship Management (CRM)

- Tracks and organizes the interaction between the advertiser and current and potential customers
- Usually refers to the software used
- Key component in the campaign management
- SUCCESSFUL CRM brings together traditional direct marketing, database management, and online marketing.
Direct Mail

- Provides the information, but it also drives a specific action – a real, measurable, physical action.
  - Envelope mailers (letter package)
  - Flat self-mailers
  - Dimensional mailers

- Customization and variable printing has really changed the way we receive these pieces.
E-mail Direct Marketing

- HTML vs Text Emails
- With E-mail
  - Shorter is always better
  - Soft sell works best
  - Direct link to respond instantly
Digital Direct Marketing

- E-letters
- E-Cards
- Webinars
- Podcasts
- Blogs
- Subscription services (RSS feeds)
PUURLS – Direct Mail/Internet

- Personalized URLs
- Landing page created for one person
  - Print PUURLs on direct mail piece
  - Recipient clicks on the PUURL, leads to their personalized page
  - Personalized page provides information and captures the viewer’s activity for additional follow up

- Example: Charity/Printer Piece
Mobile: The Third Screen

- Although still a smaller business, not a single Internet decision is being made without considering the mobile device.

- Why are more people accepting this form of direct marketing?

- Is there an opportunity here for the College Store or Lebanon Valley Chamber?