

Edition 12 Integrated Marketing

INTEGRATED MARKETING is multichannel communications at its most effective. It involves using a mix of media to reach prospects at strategically appropriate times in tactically appropriate manners.

Yes, Print Makes The Mix



Print is vitally important for any **Integrated Marketing** campaign because it serves as the most tangible element of the promotional effort. It is the medium that truly “touches” the prospect. A study of 867 top-level marketers by Forrester Research documents print’s importance to the mix: **“The combination of b-to-b magazines, online and in-person events scored highest of all communications options for lead generation and branding,”** states a report by American Business Media. A similar study of over 1000 consumers by the Art Technology Group found that Integrated Marketing was the best way to reach civilian shoppers as well. **“Nearly one-third of consumers say they rely on three or more different channels (online, in-store, print catalogs, mobile devices, customer service reps) from the time they start researching products and services to when they complete their purchase,”** the ATG study declares. “Eight out of 10 (78%) report using at least two or more channels to perform purchasing research.”



Yes PRINT!

THE PRINT COUNCIL

Integrated with the Internet

Yes, PRINT! Makes The Connection

The simplest and perhaps most effective application of **Integrated Marketing** is using a variety of **print media** to drive prospects to a company's

website. There, they can interact with the company's services or products, or ultimately

make a purchase. But before that can happen their

attention must be attracted, their curiosity must

be piqued, their emotions must be aroused. That's where

print comes in, providing tangible reasons for the prospect to click forward.

A case history from American Business Media documents the results:

"A medical supplier ran one half-page, four-color ad... promoting its services

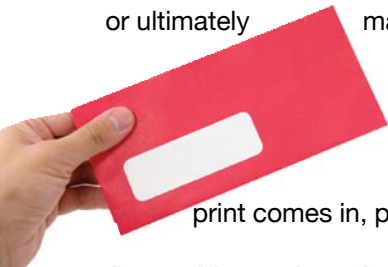
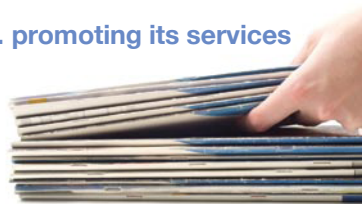
and listing its Website URL—the only promotion the

URL received. During the ensuing month, direct

traffic visits [to the website] increased by 13%. In the two months following,

without support of a print ad, direct traffic dropped, holding at 4% above

the baseline."



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Source: Forrester Consulting, *The B2B Digital Marketing Shift*. Art Technology Group, *Cross-Channel Commerce: The Consumer View*. American Business Media, *The Case For Series: Integration*.