

# Print plays well with others.

5



Sure, the Internet is cool. What's cooler is using a printed direct mail campaign to draw prospects to a personalized website, and then following up with a printed thank-you card or closer.

Yes, the world wide web provides a real time interactive environment, but so does the telephone and the television. Print enhances the impact of all those media by providing your client's prospects with an extra dimension. One that's friendly. One that's warm. One that's inviting. And one that they can't very well ignore because they're holding it right in their hands.

Consider the 2006 research conducted for the Retail Advertising and Marketing Association — Consumers were most motivated to begin an online search after viewing ads in magazines (47.2%), newspapers (42.3%), and reading articles (43.7%).

According to an American Business Media study, B-to-B magazines were viewed by prospects as trustworthy and objective, websites were seen as the place where they received timely information, and trade shows were viewed as the place for interactions and to improve their awareness of alternatives. That must be why smart marketers are using all three outlets to maximize their ROI.