Print & Digital More Powerful Together

Why and how to create an effective multi-channel communication program to accomplish the goals of your faith-based organization

By

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Our situation today

- The obvious: your audience is time-starved, stressed out, and distracted
- You have an important message and mission you want to communicate to them
- Challenge - how to do it most effectively?

Popular answer

- SOCIAL MEDIA!!!!
- You need Facebook, Twitter, online ads, or Instagram or Pinterest or the newest and latest and greatest
- You follow all the upbeat advice on the web—you take a webinar
- You do away with all the old school printing -no more church bulletins, no more mailed newsletters
- You put every notice on the web
- You tweet and post and pin your heart out

But often the results are not what you expected

What to do?

- Don't . . . . .
- Beat yourself up
- Or think if you were just more creative
- Or had the latest tool
- Try to find the ONE perfect channel

It is a time of both/and NOT either/or

NO ONE PERFECT CHANNEL

A time of Multi-Channel Communications

What to DO

- Understand the difference between social, digital media, and print
- Understand your audience
- Look at marketing research
- Apply

Differences between media channels

- Social media - a constantly flowing stream
- Good for reminders, announcements, emotion-grabbing stories, images, ideas
- *Not good for actual connection with events*
- Web and Print—Primarily static
- *Good for connection to events*
- In front of you—print
- Accessible on any device—website

Understand your audience

- NOT ONE preferred channel for ANY AGE!
- Personal preference
- Not everyone has a home computer or the latest phone
- EVERYONE gets mail
- SURVEY your audience!
- Informally and formally

Research on Print and Digital

Direct Mail outperforms all digital channels combined by nearly 600%.
2015 Direct Mail Marketing Association Response Rate Report

"Such a large difference in performance (the number of people who call, buy, or take whatever action was advertised) illustrates well the mistake of assuming the popularity of social media means social media is the most effective way to advertise to get people to respond.

After reporting the response rates, the larger report went on to discuss the need for a variety of media if a company wants customers to buy its products or respond to its offers."

One reason why

- *People receive so many digital messages all day now, while their stack of mail is getting smaller and smaller. . . A direct mail piece stands out. It gets noticed, it gets read, and its offers and coupons get used.*
  http://www.inc.com/comcast/bringing-balance-to-your-print-and-digital-media

From the Online Marketing Association

- *These days, marketing is all about digital. We are emailing, blogging, Tweeting and Facebooking our little marketer hearts out. So, direct mail (the kind that the postal delivery person puts in your mailbox, remember?) must be dead in the water. Right?*
- *Wrong.*
- *. . . . .direct mail is alive and working well, thank you.*
- *Many of our clients, including those in high tech, are recognizing this and direct mail is going through a renaissance. They may have maximized their online spend and need to find another channel, or they may enjoy such a high response to direct mail that it's added to the mix from the start. Either way, the results are highly satisfactory and direct mail is becoming a staple in their marketing plans.*

The article continues

- *Direct mail doesn't have to be large and expensive to be effective. The U.S. Postal Service found that postcards are the mail format most likely to be read or scanned.*
- *It may be that postcards don't take much time to read. This means that to be effective, the prospect needs to understand your offer within seconds of glancing at it.*
- *https://www.onlinemarketinginstitute.org/blog/2013/06/why-direct-mail-still-yields-the-lowest-cost-per-lead-and-highest-conversion-rate/*

Print and Digital are more Powerful Together!

Let's get practical

Implementation advice

- Combine Print and Digital!
- #1 Website—put it all on there
- #2a Print—postcards, invitation cards, bulletin reminders and inserts
- #2b Social media
- Print often a gateway to the social media
- Social media and print pieces can refer back to the whole story and the details on your website

For max impact in all channels

- Be sure your MESSAGE remains the same
- Key story, facts, details in time, location, etc.
- Keep BRANDING consistent throughout
- Design
- Colors
- Layout
- Type

Evaluate, modify, repeat

- Record what you did
- Record response
- OBJECTIVELY EVALUATE
- Test different options

Encouragements

- It will always keep changing
- But you can do it!
- Access resources to help you—www.effectivechurchcom.com
- Rely on the professionals who serve you for the equipment and advice to implement all your communications

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Maybe it really isn't about print or digital first, but leading together, side by side.

The mantra of the web has always been more powerful and successful when it is collaborate, not compete. Why compete with each other? Why should any product go first, when both can cross the finish line at the same time if they work together?

The smart answer isn't putting digital or print first, but to put design and usability first, using each product for what they do best and let them do it together.

- http://www.pbs.org/mediashift/2012/10/digital-first-print-first-both-should-work-together291

For more training on all channels of communications for churches, go to:

www.effectivechurchcom.com