

Print and Digital, More Powerful Together!

Quotes and Comments from Yvon Prehn, www.effectivechurchcom.com



What this is all about. . . .

- This short presentation was not created to deny the power and usefulness of digital communications—not at all!
- But because many churches, nonprofits and businesses are not getting the responses they want in either traffic, attendance, or sales, we need to look beyond digital only.
- Many are forgetting the usefulness of PRINT and in response, this presentation presents a number of quotes from studies and publications that show that...
- Print and Digital are more powerful when used together!

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Direct Mail outperforms
all digital channels combined by
nearly 600%.

2015 Direct Mail Marketing Association Response Rate Report

The . . . value of 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.

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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>

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One of the most effective pieces of direct mail you can create is a POSTCARD.

Postcards are almost always at least glanced at and if of interest are posted on the refrigerator—communication central for every home that has one.

No social media post has that continuing exposure.

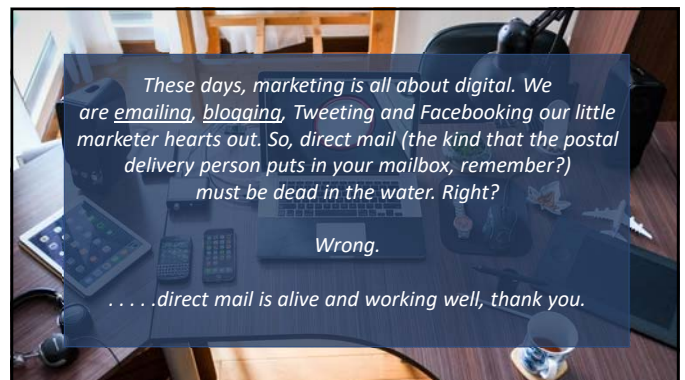
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It's harder to ignore print advertising, particularly something like a postcard because you have to physically handle it, even if you throw it away.

Many people don't even see banner ads or online advertising they want to ignore. You can opt out before even looking at them.

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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.

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.onlineadvertising.com/blog/101-3-016-why-direct-mail-still-yields-the-lowest-cost-per-lead-and-highest-conversion-rate/>

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- Image
- Date
- Time
- Location
- Cost
- Why bother?

- That's all you need on a postcard.
- Think mini-billboard that you want on the refrigerator
- AND be sure you put all the important info on the same side!

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Though it is easy to get caught up in the complexity and power of digital communications, we must constantly remind ourselves that these incredible innovations, and any that are to come, are only tools. The power doesn't come from the tool or media-the power comes from the message.

Yvon Prehn, Ministry Marketing Made Easy

At the end of the day, always go back and ask yourself, what is the value of my product, ministry, service to my audience?

When you can answer that with confidence and excitement, you'll find the right channels and tools to share successfully.

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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 collaborating, not competing. 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.

For more training and resources to help you create effective print and digital communications, go to:

Yvon Prehn's
www.effectivechurchcom.com