

Print in a Digital E-commerce World

WHEN MARKETERS THINK E-COMMERCE, THEY THINK DIGITAL. BUT THE DATA SHOWS, WHEN USED TOGETHER, PRINT CAN GREATLY ENHANCE DIGITAL CAMPAIGNS AND ACT AS A RESPONSE MULTIPLIER TO BOOST DIGITAL EFFORTS.



Ask e-commerce marketers to identify the first marketing channel that comes to mind when they hear “e-commerce” and they’ll probably say “digital.” This makes sense — digital channels like email, social, paid advertisements and mobile are all key parts of a successful e-commerce business. Ask the same marketers where print figures into their marketing efforts and they’ll probably admit “not much.” Our analysis will show that e-commerce marketers may be missing out on a significant opportunity to reach and influence buyers as they progress through the buying journey. The research and data will show that consumers respond to print, want to connect with brands across multiple platforms, and brands that leverage print alongside digital channels can achieve significant returns on investment and lift in consumer engagement.

PRINT KICKSTARTS A BUYING PROCESS

Our first set of findings address the myth that buyers solely want to connect with brands by researching and shopping online. While it's true that buying activity continues to shift online, the nuance that is often missed by marketers in allocating marketing dollars is that print is often the catalyst for online research and buying activity.

Joe Pulizzi, founder of the Content Marketing Institute, said it best: "The Web is where we go to get answers, but print is where we go to ask questions."¹

CONSUMERS WANT TO CONNECT WITH BRANDS ACROSS MULTIPLE CHANNELS

Consider that 86 percent of shoppers bought an item after first seeing it in a printed catalog.² Thirty-nine percent of customers say they have tried a business for the first time because of direct mail advertising, and 51 percent prefer companies use a combination of mail and email when communicating with them.³ When well executed, a direct mail marketing campaign can be used to grow your consumer base by attracting new customers to your business.

This is not a phenomenon that is confined to older generations; it is cross-generational. Twenty-three percent of Millennials bought or ordered something as a result of receiving direct mail in the last 12 months.⁴

THE ROI OF PRINT

It's clear print serves as a catalyst to a shopping process often culminating online, and that shoppers want to connect with brands across multiple channels that include print. But what ROI can e-commerce marketers expect to see from their investment in print?

According to research firm comScore, retailers have seen a \$21 million difference in online sales per million site visitors between those who had received a catalog at their home addresses and those who had not.⁵ Apparel retailer Bonobos reported a 1.5X lift in spend from customers who received a catalog vs. new shoppers who didn't.⁶ And research shows that for every \$167 spent on direct mail, marketers sell \$2,095 in goods.⁷

WHAT'S NEXT FOR MARKETERS

So what do e-commerce marketers who want to get started leveraging print alongside digital channels do next?

Joe Pulizzi said it best in his article "Print at the Center of a Digital Content Strategy. Are You Mad?"⁸

"Yes, it's true. Print and digital have a secret, special relationship. Those that can harness the power of print and Web integration will see magic happen. Step 1: Open your customers' minds to possibilities ... to opportunities in print. Questions arise. Step 2: Begin to answer those questions with specific, how-to Web content." 

FOOTNOTES

¹ Pulizzi, Joe. "7 Reasons to Consider Print for Your 'Non-Traditional' Content Strategy." *Content Marketing Institute*. contentmarketinginstitute.com/2012/10/print-content-strategy

² "The Power of the Print Catalog in an Omnichannel Strategy." *MisterClipping.com*. www.misterclipping.com/the-power-of-the-print-catalog-in-an-omnichannel-strategy

³ "Breaking Through the Noise." *Canada Poste*. www.canadapost.ca/assets/pdf/blogs/CPC_BreakThruNoise_EN1Print_150709.pdf

⁴ "The Life Stages of Mail." *Royal Mail Group*. www.mailmen.co.uk/campaigns/lifestages

⁵ *comScore*. www.comscore.com

⁶ Holmes, Elizabeth. "Why Online Retailers Like Bonobos, Boden, Athleta Mail So Many Catalogs." *The Wall Street Journal*. www.wsj.com/articles/why-online-retailers-like-bonobos-boden-athleta-mail-so-many-catalogs-1397689560?

⁷ Morris, Brian. "10 Print Marketing Statistics You Should Know." *DMR*. expandedramblings.com/index.php/10-print-marketing-statistics-know/2

⁸ Pulizzi, Joe. "Print at the Center of a Digital Content Strategy. Are You Mad?" *Content Marketing Institute*. contentmarketinginstitute.com/2011/01/print-digital-content-strategy

DIG DEEPER

Take a look at the data-driven research showcasing how innovative technologies are helping marketers increase their ROI.

RESEARCH

Learn how leading brands are successfully implementing the technologies and strategies that are creating unified customer experiences and moving the marketing industry forward.

CASE STUDIES

These tips provide actionable takeaways for how you can implement these tactics to improve the customer experience from awareness through advocacy.

PRO TIPS



WHO WE ARE

BRAND United was founded by NAPCO Media, a leading information source for the markets it serves since 1958. With roots in various industries such as commercial print, publishing, marketing, consumer technology and promotional marketing, NAPCO Media specializes in the creation and cross-channel distribution of exceptional content.

Having built communities between our audiences and clients for decades, we have seen first-hand the difference it makes when a brand creates a cohesive, engaging and united customer experience across multiple channels. BRAND United's mission is to educate brand owners and marketers on the omnichannel strategies and innovative technologies that can be implemented at each stage of the customer journey to create a united brand experience.

We offer case studies, research and practical tips from the experts that are comprised of data-driven insights from brands who have successfully implemented the technologies and strategies that are moving the industry forward. At BRAND United, we understand where brands and marketers need to go and the application of revolutionary technologies that will take them there.

