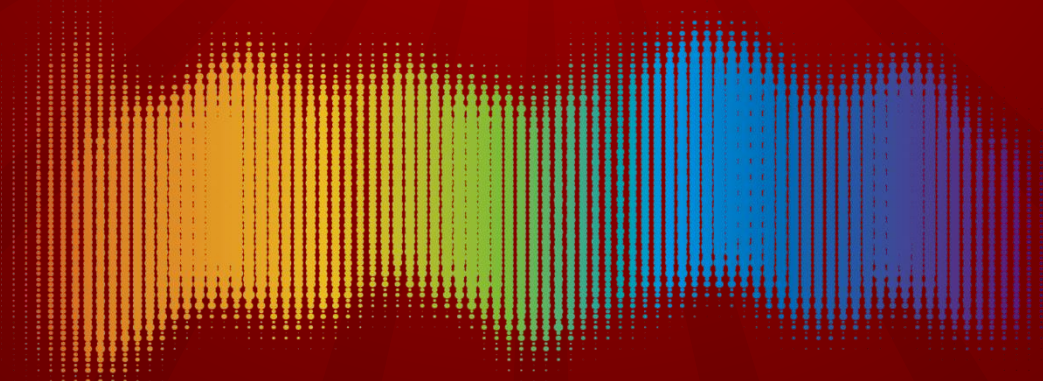# PRINT MARKETING IN A DIGITAL AGE

Presented by Peter Pelland
CEO & Founder, Pelland Advertising

TARGET YOUR MARKETING

- You are not going to persuade somebody who wants to cruise in the Caribbean to switch to a camping vacation in Kansas.

A: The entire U.S. population.
B: People who camp.
C: People who plan to camp in the South this year.
D: People who plan to camp in Texas.
E: People who plan to camp in the Houston area.

Target your marketing!

LEARN THE VALUE OF "WHITE SPACE"

• Clutter and the "kitchen sink" approach do not work.

"WHITE SPACE" IS NOT NECESSARILY WHITE

- Clean layouts provide relief from information overload with a visual flow.

AD RECALL

- A reader is turning pages at the rate of 2 seconds per page.

- Will any of these ads be read?

- Will any of these ads be remembered?

SIZE AND QUANTITY MATTER

- Do not waste money on an ad that is too small to be effective or printed literature without a plan for distribution.

CHOOSE TARGETED ADVERTISING MEDIA

- People planning their vacations next month are not consulting your local yellow pages or listening to your local radio station.
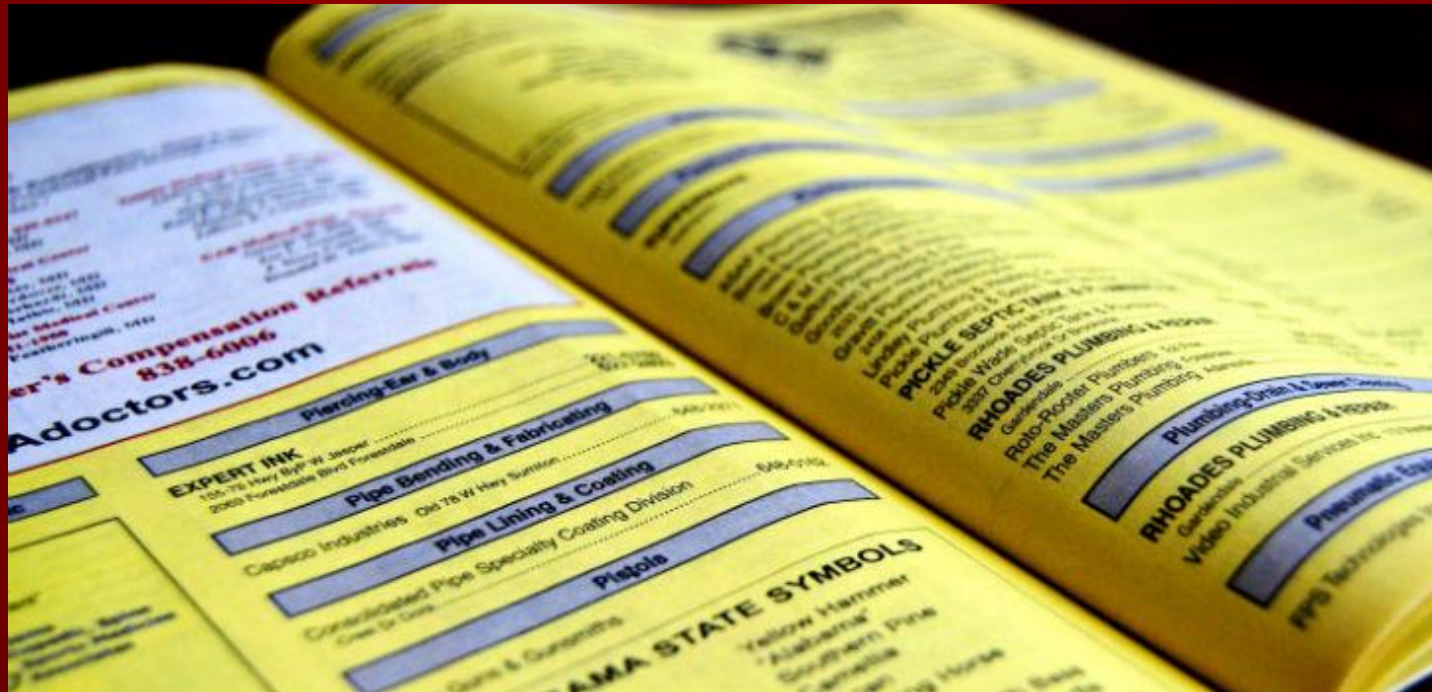
BUDGET FOR INDEPENDENT AND PROFESSIONAL DESIGN

- Advertising design and layout that is included at no charge is generally worth its price. Production fees are entirely separate from the advertising space or printing costs themselves.
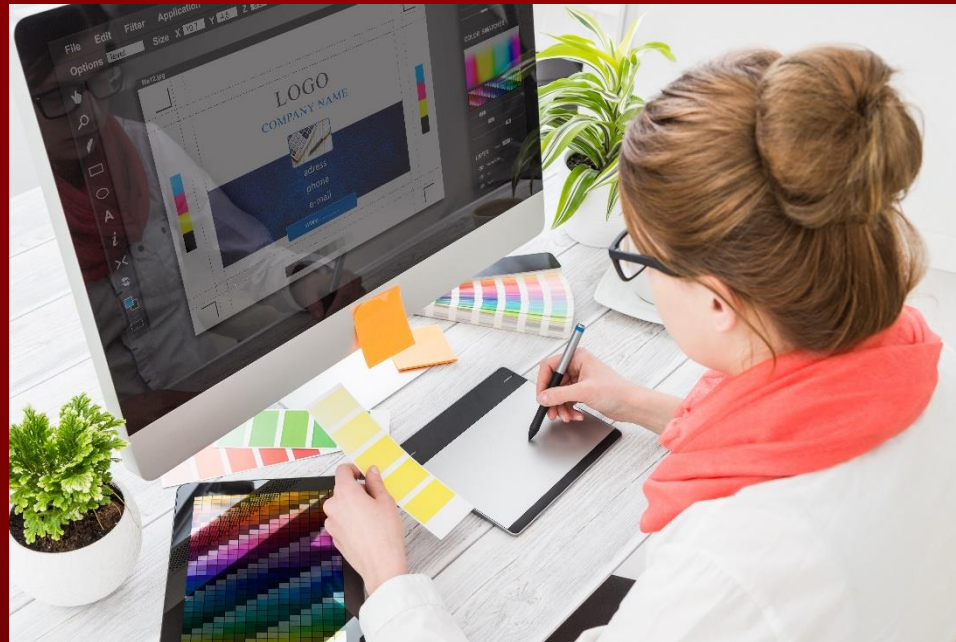
CUSTOM DESIGN COUNTS

- Clip art and templates are risky approaches.

MAINTAIN CONSISTENT BRANDING

- Your print advertising should reinforce – *and be reinforced by –* your collateral advertising, website, social media content, signage, and branded merchandise.
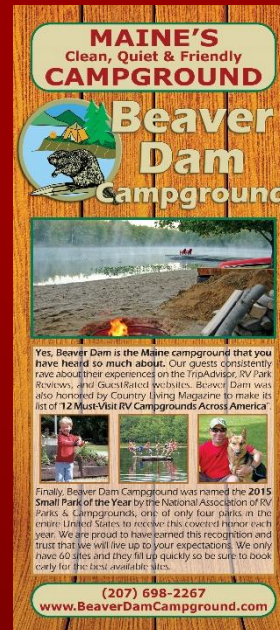
ALWAYS ASK FOR A PROOF

- If necessary, ask for a second or third proof.

- Being "close enough" is never good enough.

USE COLOR TO STAND OUT

- Understand the difference between CMYK and RGB, the difference between inches and pixels, and the difference between 300 dpi and 72 dpi resolution.

RGB
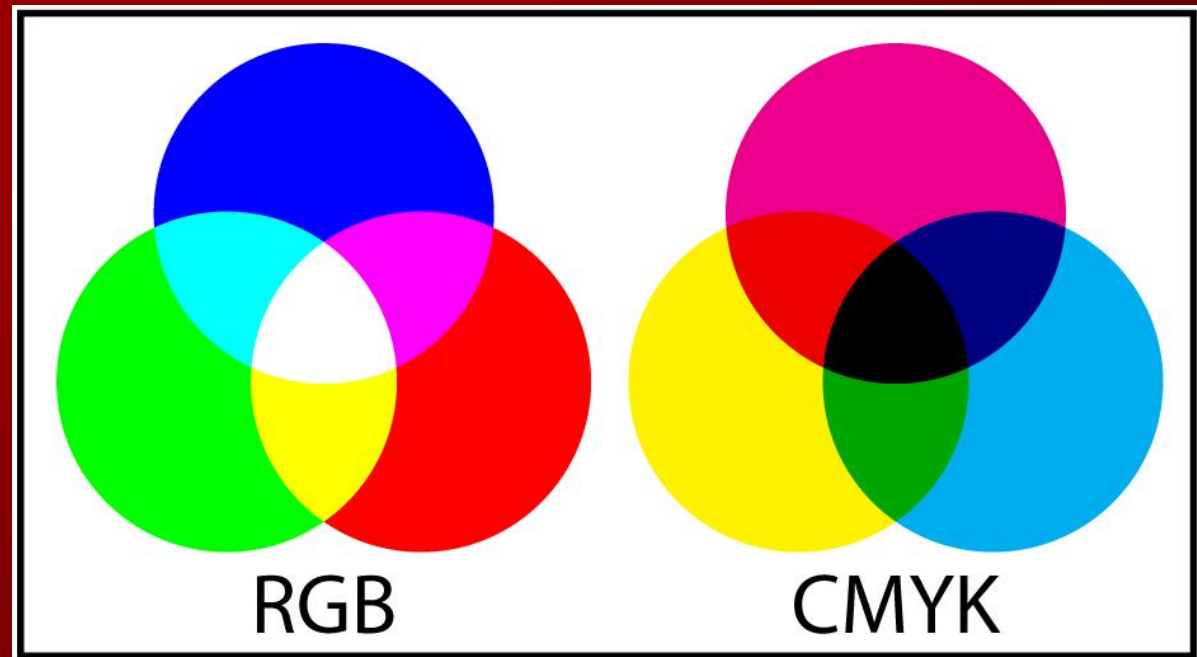
CMYK

UNDERSTAND FILE FORMATS *... AND WHEN TO USE EACH TYPE OF FILE*

- TIFF: Best choice for photos used in print. Supports transparency. Measured in inches. 300 dpi resolution. CMYK.

- JPEG: Generally used for photos online, where files are measured in pixels. Lossy compression affects both file size and image quality. Once quality has been lost, it cannot be recovered. No transparency. 72 dpi. RGB.

- PNG: Generally used for online graphics or photos that require transparency. Lossless image compression. Supports effects such as drop shadows against a colored background, overlapping images. 72 dpi. RGB.

SECRETS TO TRACKING PRINT ADVERTISING

- A third of your website visits might be "direct traffic."

- How did you find us? Rarely effective.

- Coupons generate low rates of response.

- Landing pages with unique base URL's will work, but unique page URL's generally will not.
www.MyCampground.com/GoodSamAd2016/
www.MyCampgroundSavings.com

- Google Analytics will track these referring pages.

- Rely upon your own traffic data, not the publication's data.

SECRETS TO LOWERING YOUR COSTS

- Color at no added charge.

- Remnants.

- 15% agency discount.

- Early payment discount.

- Bulk discounts.

- Auctions.

- NEGOTIATE!

10 RULES TO SUCCESS
1

Don't go it alone.
Hire a professional graphic designer
who takes the time to understand your business
and who represents YOUR interests.

This is not going to be somebody in Pakistan
who you find on Fiverr.

10 RULES TO SUCCESS
2

Work with a reliable printer
and a sales rep who you know by name.
Expect the printer to preflight your job
and to make necessary revisions.

This is not going to be a big online company
that advertises on cable news channels.

10 RULES TO SUCCESS
3

Ask for preferred ad placement
in directories, visitor guides and magazines.
This means right-hand pages,
with your ad adjacent to related editorial copy.

Negotiate this premium ad space at no charge
as either a new advertiser or a loyal advertiser.

10 RULES TO SUCCESS
4

Always get another set of eyes to proofread.
We rarely see our own errors.
Ask to see another set of proofs
before you sign off on a project.

Once you have signed off on a final proof,
a printer or publisher has zero liability.

10 RULES TO SUCCESS
5

Understand software requirements. Although final press files will be PDF, professional page layout and ad design are done in either Adobe InDesign or QuarkXPress.

No reputable publisher will **ever** accept files built in Microsoft Publisher, Word, or CorelDRAW.

10 RULES TO SUCCESS
6

Punctuation is important.
Quotation marks and inch marks are not the same,
and neither are apostrophes and foot marks.
Sentences never end with
more than one exclamation point.

"John's yardstick is 36" long ……. which is 3 feet!!!"
"John's yardstick is 36" long … which is 3 feet."

10 RULES TO SUCCESS
7

Learn to say no, but also learn to say yes.
Do not waste money on advertising
that is not a natural fit for your business,
but remain open to exploring new opportunities.

Partner with local businesses that have customers
who need the services that you offer.

10 RULES TO SUCCESS
8

Frequency and repetition lead to success.
A one-time ad buy is almost never effective,
and an effective ad campaign takes time
to establish itself in the minds of consumers.

Everybody would love their ad campaign to go viral,
but that is as likely as getting struck by lightning.

10 RULES TO SUCCESS
9

Tell a story, keep it simple, and make it personal.
Less is more.
"What's in it for me?"
Write in first person, addressing the second person.

"The Smith Family invites your family to enjoy
the personalized service that we offer at XYZ Park."

10 RULES TO SUCCESS
10

Always include an incentive
and a solid call to action.
The incentive may be strictly emotional,
and the call to action may be finalized online.

"Avoid disappointment. Call **1-800-CAMP-NOW**
or visit us online at **www.CampNow.com**
to make your reservation today."

THANK YOU FOR YOUR ATTENTION! FEEL FREE TO CONTACT ME AT ANY TIME, WITH ANY QUESTIONS.

Peter Pelland

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