

# 7 PROVOKING REASONS TO CHOOSE PRINT

When you want marketing that works, the choice is simple.

1

## Print builds trust.

82% of U.S. internet users say they **trust print more** than digital marketing.

Source: <http://bit.ly/buildstrust>

2

## Print provides greater returns.

Direct mail marketing has a **1,300 percent return!** U.S. advertisers spend \$167 per person on direct mail to earn \$2,095 worth of goods sold.

Source: <http://bit.ly/greaterreturns>

3

## Print has greater visibility.

Direct mail has an **open rate of 80-90%!** Compare that to the fact that on a good day, only 20-30% of email gets opened.

Source: <http://bit.ly/greatervisibility>

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## Print creates credibility.

85% of consumers say they are **more likely to shop with a company that uses professionally printed materials** such as business cards, signs, flyers or banners

Source: <http://bit.ly/createscredibility>

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## Print brings better engagement through touch.

Studies have shown that simply touching catalogs, brochures, and direct mail subconsciously **increases the perceived value of a brand** in the eyes of consumers.

Source: <http://bit.ly/engagementthroughtouch>

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## Print is easier to read.

Not only is print more memorable, it also **requires 21% less brain power to process** - all while still creating a 71% increase in brand recall than digital mediums.

Source: <http://bit.ly/easiertoreadprint>

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## Print brings faster results.

Only 45% consumers will immediately deal with their email. On the other hand, **79% of consumers will act on direct mail immediately.**

Source: <http://bit.ly/fasterresponse>