

Why Print Is the *BEST* Choice...Facts

1 - Why is print media better?

It has longevity, it has permanence. Print is easier to read than digital media, and you can fit more information on a page than in social media content. Advertisement recall is 1.7 times higher with print, and more likely to drive action than its digital media counterpart.

2 - How is print media still relevant today?

Print media provides the consumer with a break from spam emails, pop-up ads, and limits distractions from other ad displays since it was reported that 42.7% of global internet users use ad blockers. (Jan 24, 2023)

3 - Print media is physical...

The consumer has the materials right in front of them, bringing a psychological understanding of “realness” that you would not get with digital media. Handling a physical object has an element of sensory input. It’s something your brain remembers much more vividly than random pixels on a screen.

4 - How Does the Direct Mail Factor Help?

There’s a reason that direct mail has avoided going the way of the landline, and it has nothing to do with its nostalgic appeal. Instead, it’s all about the fact that it consistently proves itself as one of the most compelling and effective marketing channels. Yes, even in 2024.

5 - Is Direct Mail Worth Doing?

Absolutely... USPS (2021) The response rate for direct mail among people ages 18-21 is 12.4% compared to a 12% response rate for digital ads. (The Data & Marketing Association 2018)

6 - Is email or direct mail more effective?

More memorable: According to Royal Mail Market Reach, direct mail is 49% more memorable than email. ROI: Although direct mail can be more expensive than email, it has the potential to deliver a higher ROI. You can target your audience more precisely and compete with fewer businesses. (Dec 12, 2022)

