

# PRINT AND DIGITAL ADVERTISING: A HARMONIOUS RELATIONSHIP

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Print and digital media each have incredible and unique benefits for local advertisers. The best marketing campaigns blend each of them together to create a well-rounded branding strategy designed to be memorable and retainable. Let's take a look at a few of the exciting benefits that print and digital media offer when used in tandem:



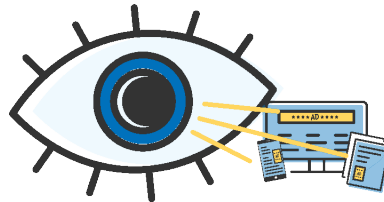
## CONSISTENCY WINS

Sharing a consistent message across print and digital formats is one of the keys to successful advertising. Take a look at your ads in print and compare them to your digital ads. Are the messaging and visual elements consistent between each of them? These elements of an advertisement

work well together to boost consumer retention. If you want potential customers to remember your business over the rest, focus on building a consistent ad campaign that taps into both print and digital media.

## IT'S ALL ABOUT IMPRESSIONS

The more eyes on your business, the better. That's why many local businesses are combining their online marketing efforts with innovative print solutions. A consistently distributed print ad can reach thousands of local readers every month, and a strong digital presence is capable of adding thousands of more impressions on top of your print results.



## STRENGTHENED RELATIONSHIPS

Mixing print and digital media forms together deepens consumer relationships and often increases the chances of them remembering your business over the competition. Customers may not act on one advertisement alone, but over time, they'll see your business on multiple platforms and begin to trust your brand like never before. Did you know that combining print ads with a digital component has been shown to increase the effectiveness of marketing campaigns by 400% compared to using only one form?<sup>1</sup>

While print and digital advertising both have compelling advantages on their own, the best way to develop an all-encompassing branding strategy is to utilize each media format to achieve your advertising goals. Sticking to a consistent approach, boosting your impressions with multiple touchpoints, and strengthening your consumer relationships can set you up for sustainable success for years to come.

Source:

<https://financesonline.com/print-marketing-statistics/>

## TESTIMONIALS

"Best Version Media has been a joy to work with to spotlight our non-profit. Their support of our youth entrepreneurship education program has helped thousands of children achieve [success]!"

- Reader

"Your work is amazing and I love being able to read about different families and individuals in the community to really see all the good in the world!"

- Reader