
HOW TO IDENTIFY A SUCCESSFUL PRINT CAMPAIGN

Why measure your print campaign?

If you invest in a campaign of any kind, you should be measuring it for your company's return on investment (ROI). Failure to measure your marketing activities would be throwing money away, so if activities cannot be measured, you shouldn't be doing it.

We know that over 80% of companies don't measure their print campaigns. That could add up to a lot of wasted money and print. Given that the concept of a print campaign is to drive sales growth, companies need to measure the success or otherwise of the campaign.

Measuring a marketing campaign paints a picture of a company's position in the market and the level of brand awareness. Sure, sales are crucial; however, the data captured from these campaigns can help both steer the course of a campaign or save you money by indicating changing direction.

Here are five ways to help you measure your print piece's success:

- 1 Include a unique phone number, email address or unique code in the print piece.** This will help directly tie any phone calls and emails you specifically receive from the print piece.
 - 2 A great way to determine if your print campaign is successful is to have a "call to action" (CTA).** Asking people to register their details for a follow-up call works a treat; this CTA should show real value to the customer and be easy to access. Interactive print delivers on this aspect.
 - 3 Include a trackable website link in the print piece,** such as an Urchin Tracking Module (UTM) or "bit.ly" link. You can go even further by creating a landing page that continues your potential customer's journey from the print piece.
 - 4 Create a different coupon/special offer for the print piece** versus including the same one you have in all of your other marketing promotions.
 - 5 Implement QR Codes** with a trackable website link.
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QR CODES

We are in an age that some researchers are calling “the second coming of QR codes”.

While that’s a mighty substantial claim, these codes are useful for tracking print campaign engagement. There are many distinctive ways to use QR codes, including [tracing fruit origins in Vietnam](#), but the most impactful usage for print campaigns is to lead customers straight to a unique landing page.

A unique landing page with UTM parameters mentioned in the first tip can be accessed even quicker with QR codes. Technology is also catching up to the codes, and [Apple phone cameras](#) can now scan QR codes without the need for a third-party app and quickly direct users to a site.

Even with all the measures in place, it’s key to observe that as advertising has evolved, so has the diversity of products coming to the market, allowing us quick access to these measurement tools. An example of these tools is “interactive print” (Augmented Reality) which has bridged the gap between print and digital mediums. This technology has changed the space and allowed print marketing to be effectively measured and tracked easily and more efficiently than any other medium. It’s crucial in all marketing that the effectiveness is measured correctly and also that ROI is observed so that print campaigns can be tailored and adjusted.



Scan the QR code to trigger the WebAR Campaign.



What Else Should You Do to Set Your Print Ad Up for Success?

Make sure your [branding is consistent](#). Even though you'll be interacting with customers offline, your marketing should still be distinctly "you".

Ensure your call to action is clear

What is your goal with the print piece? What do customers need to do to help you hit your target? If you want to drive traffic to your website or physical location, include an offer to direct them there or create a "cliffhanger" that has the rest of the story or resource online. You should also include your contact information in the form of a unique email address, phone number, vanity URL or QR code.

Include Attention-Grabbing Copy

Attention spans can be short, so your print piece **needs to have a strong headline** that quickly connects and compliments your CTA. The advert copy should convey your core message and value proposition, but be careful not to overcrowd the ad with text.

The Millennial Demographic

This means millennials, too. The general perception of millennials is that they were practically raised with iPhones or tablets in their hands and would never be interested in anything as old-world as postal mail. This too, may be something of an urban legend.

The fact is, a significant percentage of millennials like mail. It has a built-in emotional response factor. It's easy to see the opportunities that direct mail will continue to provide savvy marketers and business owners. Notably, this generation was estimated to wield a combined \$1.4 trillion in spending power by 2020, as reported by Accenture.

36%

of people under the age of 30 look forward to checking their mailboxes every day.

95%

of 18-to-29-year-olds have a positive response to receiving personal cards and letters.

Lastly, it's important for marketers to understand that print advertising generates brand recognition. Though this is difficult to measure directly, it's valuable because people are more willing to do business with a brand they know and trust compared to one they're unfamiliar with (Source: Senior Resource Guide 2021).

See QR coded in action!
Scan the vCards below to automatically
add our details to your phone!



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