

New Print Service

Description

Due to demand from our customers we have resurrected our print service. We are now offering printed products to compliment our digital services. To be honest, we never actually stopped! Some of our customers have been getting reruns of NCR books for years. One order may last them 5 years! We stopped actively promoting our print service 10 years ago due to a drop in demand and an increase in online ording. But now weâ??re back so if you need a set of business cards to announce your new website or business then you need look no further.

We take a look at printing promotional products in a digital world

Since the dawn of the internet, people have heralded the death of print media. Itâ??s true that news has gone primarily online. Most major media companies have made business model shifts in recent years to accommodate consumer preference for digital content. But where does this leave companies that have relied heavily on newspaper, billboard, magazine and direct mail ads?

The following is sourced from Forbes Communication Council

Although print advertising may not be completely defunct yet, its future hangs in the balance. Marketers still dedicating resources to print will need to consider whether itâ??s worth continuing in the current digital landscape. Where does print fits in the future of advertising?

1. Print will continue to be valuable where there is a physical customer presence.

Print is already a target-specific medium and will become more so. It makes sense where you come in physical contact with your customers, like a retail store or event. For example, our medical payment plan products make sense in a doctorâ??s waiting room so we invest in print there. And direct mail is the most effective way to reach senior citizens who will read long-copy mailers. â?? [Dave Matli, Parasail Health | Matli Consulting LLC](#)

2. Luxury consumers will still value tangible ad platforms.

Glossy magazines and major publications hold a certain cachet that online doesnâ??t achieve. There is literal weight to your presence. This tangible platform resonates well with luxury consumers and clients â?? the trick is to find a complementary balance between digital and print within any given campaign for a multidimensional approach. â?? [Ashley Murphy, Stribling & Associates](#)

3. AR will give print ads a place in seamless omnichannel brand experiences.

With people becoming more and more blind to digital advertising methods, print offers an alternative medium to connect with your audience on their terms. Advances in technology like AR and image recognition will enable print ads to be the first step in a seamless omnichannel brand experience. â?? [Patrick Niersbach](#), [InContext Solutions](#)

4. Print will need to complement and encourage digital interactions.

If your target audience reads print magazines as a regular part of their day, there is still a reason to consider print ads in your marketing mix. However, you need to adjust the expectations of actions your audience will take. Print ads will be more effective if they are a complement to your digital campaigns already in play and entice readers to interact with your brand online. â?? [Jeannie Ruesch](#), [xero.com](#)

5. Offline entities and influencers will reengage consumers with print media.

Print media is in a state of evolution as it finds new ways to reengage consumers through partnerships with offline entities. As this evolution occurs, it will hopefully lead to higher readerships. Unfortunately, if you only have one dollar to spend on marketing and need to decide between print and digital, digital will always win. The reach is far greater with digital advertising. â?? [Sherry Jhavar](#), [Blended Strategy Group](#)

6. Paper will become cost prohibitive, killing the last print campaigns.

Eventually, the entire population will have been born and raised with the internet available to them. Newspapers and magazines will only be found in museums. The last bastion of print ads will be direct mail, as a physical mailbox will be the last place that print can reach that digital can't. Eventually, that will die as well when all bills are paid online and the cost of paper becomes cost prohibitive. â?? [Stephan Baldwin](#), [franchisegator.com](#)

[Forbes Communications Council](#) is an invitation-only community for executives in successful public relations, media strategy, creative and advertising agencies. [Do I qualify?](#)

7. Print ads won't make sense in our dynamic screen environment.

Paper and other static fabrics do not provide the features that the future of advertising will come to depend on. They are heavy, inconvenient, unchangeable, wasteful and ultimately outdated. The moment something is printed, it's frozen in time. Audiences want to see vivid, immersive, dynamic displays that are time relevant down to the minute. â?? [Courtney Dale](#), [ICM Consulting and Media Corporation](#)

8. Print and digital campaigns will be fully integrated.

Gone are the days when leftover budget from digital channels was used for print. For maximum impact around a product launch or announcement, build an integrated marketing campaign that brings the best of both worlds together. Use KPIs that complement both channels instead of evaluating them in isolation. â?? [Almitra Karnik](#), [CleverTap](#)

9. Print will allow brands to rise above the digital racket.

The ubiquity of digital media has given print media a strange new power. Think of how special it is to get a written letter as opposed to an email. If you're trying to target a C-level audience, forget email – their assistant will just hit delete. But if you take your e-book, print it as a nice brochure and mail it to the exec's office, it might get to their desk and leave a lasting impression. – [Brandon Ortiz](#), [Salesforce.org](#)

10. Print will remain ideal for hyper-local markets.

There are "yellow page" industries that have grown solely from hyper-local print advertising. My industry, private investigators, happens to be one. Adding technology and digital advertising has been integral to scaling and creating new markets and users. However, traditional customers still utilize print advertising to meet their needs and we need to play in that space as well. – [Jennifer Mellon](#), [Trustify](#)

Category

1. News

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