

# **PRINT**

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# **BEST**

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# **PRACTICES**



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# HOW YOUR COMPETITORS ARE CRUSHING IT WITH MAGAZINE ADVERTISING: BEST PRACTICES AND MORE

## WHY PRINT MEDIA

Who doesn't want greater ROI on their marketing spend?

One of the best ways to do that is through print advertising. Whether you're talking about a thought leadership article, a Q&A interview, an ad, etc., print has one of two primary goals: lead generation and/or brand awareness. It's actually possible to do both, so keep reading for more on this.

According to the American Marketing Association (AMA), research shows magazines and newspapers deliver the highest ROI at 125%—38% more than other ad mediums, like TV and digital's ROI of 87%.<sup>1</sup>

### But hasn't digital killed print media?

Not at all. Today, most people are just one click away from distraction. It's much easier to get lost in the shuffle when you're competing against everyone else online. Think Amazon, emails, social media, or any other random ring, ding, or ping that might take them away from your message online.

There are also people, quite frankly, who will never respond to an online ad or a cold email solicitation. That's where print fills the gap in a 360-degree approach, allowing you to reach people where they prefer to consume content — not just where you think they are.

Our recent Readex Research study proves your target audience does consume print content. Here's what makes those people especially valuable to your business:

"Magazine readers tend to be significantly different in terms of how they spend their time, and they tend to be true lifelong learners that know the value of education and embody that throughout their lives. That's why people who read are the kind of people you need," says Paul Feldman founder and President of InsuranceNewsNet.

On average, subscribers to InsuranceNewsNet magazine earn approximately \$184K annually and have 30 years of industry experience and 358 individual clients. These subscribers spend 57 minutes reading one issue of the magazine. Compare that to the oft-cited stat that our attention spans are shorter than that of a goldfish!

But why does it matter to you that your target audience reads print media?

- 5 in 10 readers passed information along to others
- 4 in 10 readers discussed a product or service with others
- 4 in 10 readers used information for client education
- 84% of InsuranceNewsNet readers take at least one action after seeing our content

Part of the reason for this is the shelf life of print is much longer than digital, so it can give you the best bang for your buck, generating leads long after publication.

**Fact:** Everything you want from your target audience happens when they are presented with a physical ad. The chart below shows how much more effective print can be at creating a higher emotional response, which leads to higher buying and purchasing intent.

Attribute	Definition	Physical	Digital
Attention	A customer's focused attention for a sustained period of time on key components of the ad		X
Review Time	The amount of time a customer spends with an ad	X	
Engagement	The amount of information the customer processes or absorbs from an ad	X	X
Stimulation	An emotional reaction to an ad	X	
Memory Retrieval Accuracy	Accurately remembering the advertising source and content	X	X
Memory Speed & Confidence	Quickly and confidently remember advertising source and content	X	
Purchase & Willingness to Pay	Whether and how much the customer is willing to pay for a product	X	X
Desirability	A subconscious desire for the product or service	X	
Valuation	The subconscious value a participant places on the product or service	X	

Source: *Print Media isn't Dead, and Neither is Print Advertising—It Triples Campaign Effectiveness.* (socialnewsgroup.com)

According to a study conducted by the United States Postal Service and Temple University's Center for Neural Decision Making, print advertisements<sup>1</sup>:

- Initiated a more robust emotional response.
- Participants from the study remembered print ads more than digital ones.
- Consumers spend more time looking through and reading print ads.

# BEST PRACTICE #1

Print advertising is not “one and done.”

Remember that old marketing maxim which says it takes an average of seven interactions with your brand before a purchase will take place? It's still true. You can't show up once and expect people to know, like, and trust you enough to pay attention — let alone pay for whatever product or service you're selling.

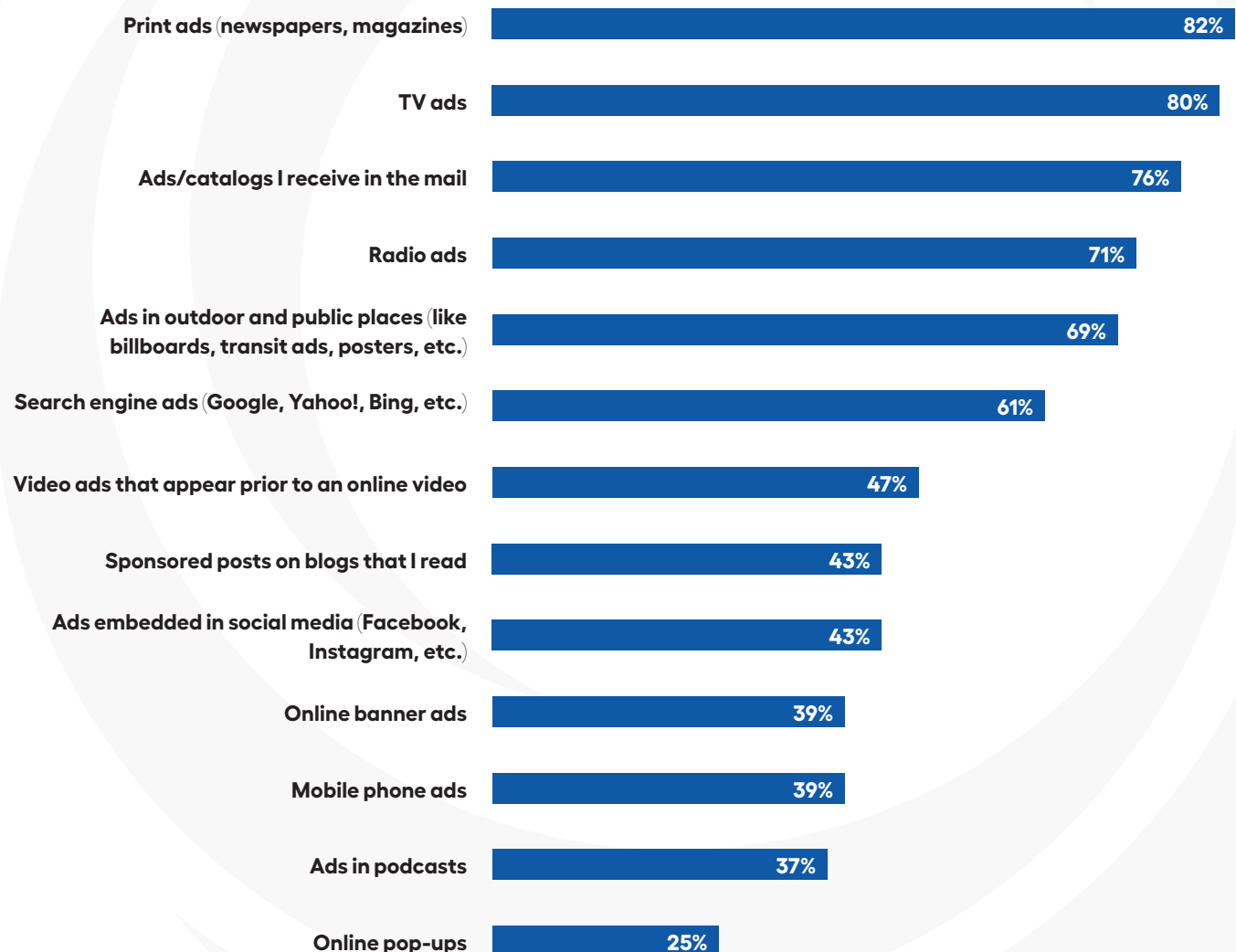
Speaking of trust, Marketing Sherpa conducted a survey around which advertising channels are most trusted and guess what came out on top?

Another reason you want repeated exposure is because the sales cycle in B2B can be much longer. You're likely selling a

complex product and/or service, and it will take time before someone is ready to take the next step.

By getting in front of your target audience consistently, you keep your brand top of mind. And because print has a longer shelf life, your brand is visible for much longer. Meaning, when it comes time for a sales conversation, it is much easier since the prospect has already heard of you and is familiar with what you do and the unique value of your product or service.

## Q. In general which type of advertising channels do you trust more when you want to make a purchase decision?



Source: MarketingSherpa

## BEST PRACTICE #2

**Combine print advertising with other forms of marketing— Be where your prospects are!**

It can be overwhelming to think about being everywhere. But we aren't saying you have to do all the things. Trying to be everywhere with your marketing is a lot like multi-tasking. And recent research has proven that we don't do anything well when we try to do everything.

The beauty of a concept like 360 marketing is that to your prospects, it will seem like you're everywhere, but in reality, you are only in the places that are relevant to your target audience.

And when print is combined with digital, it becomes even more effective. Case in point: Online campaigns were 400% more effective when combining print and digital advertising.<sup>1</sup>

Why? Using print ads along with email marketing or other forms of digital marketing help reinforce your message.

In fact, when advertising across print and digital channels to your audience, customers buy up to 250% more frequently than when promoted through a single channel.<sup>1</sup>

That said, to effectively reinforce a print message with digital, you must have a cohesive message throughout with the right message for the medium.

So, no more random acts of content! Instead, ask yourself:

1. What business goals do we want this content to achieve?
2. How do we get team support (internal or external) to strategically create content?
3. What content topics align with our goals?

Next, decide what type of content do you want to create:

- How-tos and sales ideas
- Interview with a thought leader who has a distinct point of view
- Infographics
- Advertorials (sponsored content)
- Q&A-style articles
- Survey promotion
- Consumer brochures
- Special-interest stories

**If you'd like help creating content like this, reach out to your account director today.**

## BEST PRACTICE #3

**Before you write a word, understand the unique value you bring to your target audience.**

We just mentioned how important it is to get in front of your target audience so when they do decide to get on a sales call, they will essentially be "pre-sold" on working with you. But a large part of making that happen is to ensure that when you show up, you demonstrate the unique value you bring to your target audience.

While advertising can be entertaining — just look at all the insurance advertising out there about the LiMu Emu, the Gecko, or Mayhem — and highly effective at keeping you top of mind, the most effective advertising lets the prospect know WIIFM (what's in it for me).

In other words, what unique value do you bring to your target audience, and why should they choose you over your competition? Weave your compelling value proposition throughout your marketing, whether it's a thought

leadership article, a print ad, or anything else.

Here are a few questions to get you started:

- Who is your target audience?
- What do they need?
- What can you offer them based on your expertise?
- What do you want people to know about you?
- What problems do you solve?
- What misconceptions do you face?
- What frustrations do your clients deal with?
- What are the benefits of working with you?

<sup>1</sup> Print Media isn't Dead, and Neither is Print Advertising—It Triples Campaign Effectiveness. (socialnewsgroup.com)

## BEST PRACTICE #4

Use formulas that make writing an effective ad dead simple.

There's an art and science to writing a print ad. If you want your ad to work, it's not as easy as slapping a few words on the page. There are certain components and even a particular order that when applied to advertising will make it much more effective.

That might sound difficult, but lucky for you, there are formulas you can follow that make this feat 10X easier. We're going to make it even easier and show you one formula that you can use for almost all advertising to make creating an effective ad dead simple.

That formula is AIDA, which stands for Attention, Interest, Desire, Action. Using this simple formula as an outline, companies have brought in millions of dollars. And not only can you use it for print advertising as we're suggesting here, but you can use it for virtually any type of advertising.

Let's get into each letter (A-I-D-A) in a little more depth, so

you have a good understanding of how this works:

**Attention:** This is the hook of your print ad. Grab their attention — you want heads to turn, eyebrows to raise, or ears to perk up.

**Interest:** Pull them deeper into your ad with a line that keeps them interested. This could be a stat or a story, for example.

**Desire:** Now you have to really make them want what you're offering. What makes people feel like they HAVE to have something? Results work well to create desire. Paint a picture of what the reader's life could look like with your solution.

**Action:** Tell the reader what you want them to do next. Sometimes, we mistakenly believe people will "figure it out" or we think "the reader will know what to do." Don't get them this far just to leave them hanging. Lead them by the hand to the next step in your process.

## BEST PRACTICE #5

Design a killer offer.

When doing marketing, there's a hierarchy of factors that affect your success. In order of importance, those three important factors are:

1. List
2. Offer
3. Copy

We have you covered when it comes to your list — we'll help you put your message in front of your target audience. And we've already talked about how to construct compelling copy. Now, we need to talk about your offer.

Your offer is the heart of your marketing. It can be something you're selling, but more than likely in this context, it will be your lead magnet. What are you giving someone in exchange for their email address? And how do you make it so good that

your ideal prospect would feel stupid for saying no?

We've seen clients do exceptionally well at driving leads when their lead magnets do the following:

- Demonstrate their expertise
- Solve a real problem
- Are actionable and digestible
- Provide a quick win
- Agents make more sales or better serve their clients
- Are timely and relevant

## BEST PRACTICE #6

Understand that follow-up is critical.

It can be easy to default to blaming your print ad if you don't immediately get more clients or customers as a result of it. However, there are two things to keep in mind. One, you're playing a long game. As we mentioned before, print has a longer shelf-life than any other type of marketing, and so it has the potential to get you leads long after publication. Not to mention, you will drive more leads with repeated exposure. So, don't give up or assume something is wrong with the ad. The second point to consider is how you're following up.

It's not uncommon to reach out to someone after they've completed a form to get your lead magnet and have them say they don't know why you're calling. It could be that they just aren't ready to talk to a salesperson and don't know what else to say. Or think about this — how much stuff do you sign up for in a day? If someone asked you about a form you filled out two days ago, would you remember? Probably not. UNLESS you were extremely interested and/or ready to

take the next step.

This is why we subscribe to the concept of “speed to lead,” which is based on research stating the faster you can respond to a lead, the more likely you are to convert them.

However, while you want to follow up quickly, it's also important to understand that a no now doesn't mean no forever. Remember, the lead magnet is the starting point of your conversation. If they don't remember what they downloaded or haven't had time to read it, don't get hung up on that. Dig deeper to find out what challenges or struggles they're dealing with that your lead magnet, or more broadly what your entire business, can help them solve. This might jog their memory as to why they requested the download in the first place. Even if they never think about that lead magnet again, you still may be able to help them. Plus, you now have them on your list, so naturally, you want to communicate with them through nurturing efforts.

## BEST PRACTICE #7

There are four key components to an effective ad.

Before you send your ad off, walk through a checklist to ensure you've included four key components. The four key components of effective print advertising are: headline, image, body copy, and CTA.

### 1. Bold, clear headline stating the value proposition – Make it BIG AND BOLD.

The headline is the MOST important part of your print piece, be it an article, an ad, or any other content because it's what grabs your reader's attention. A good rule of thumb is to spend 90% of your time on the headline and 10% on all other copy —really!

### 2. Bright, eye-catching imagery that is original and supports your message.

There are a few key points to remember when sourcing images for your print material:

- Include a small visual of the deliverable, so readers can see what they're getting.
- If the ad is for brand awareness only, stick with your branding guidelines and make it look like the rest of your properties (website, billboards, etc.).
- Avoid common stock photography.

- If it's a text ad, you may not have an actual image, but the font size, color, and positioning of the copy can create visual appeal.

### 3. Clearly written body copy that supports the headline and segues into the call to action.

Your body copy should support the claim made in your headline. Create desire for whatever you're promoting. Including stats as proof points is a great idea. Bullet points are a good way to summarize key information (put most important points in the first and last bullets – those are the most remembered). Then transition into one clear call-to-action (CTA).

### 4. A prominent call to action near or at the bottom of the page tells readers what the next step will be and WIIFM (what's in it for me?) — e.g., free report, illustration, guide, demo, presentation (your lead magnet)

In the CTA, tell the reader exactly what you want them to do. What is the next logical step in your sales funnel? The CTA should include a custom, trackable URL, 800#, or a QR code to gauge performance — especially if your goal is lead generation.



## QUALITY OVER QUANTITY

Speaking of lead generation, understand that while driving a large quantity of leads may look good and even produce great results, sometimes it's more important to drive quality leads. With print advertising, less can be more. Why? For all the reasons we just mentioned, from recall time to actions taken, to the caliber of client that reads magazines — it all increases when it comes to print advertising.

Someone who sits down with a magazine and finds your ad so interesting they will stop what they're doing and type in your web address, cares more about what you have to offer, is more engaged, therefore, is a much higher quality lead — and those people can be worth their weight in gold.

## TAKE YOUR MESSAGE FURTHER

We realize you're busy running your business and might not have the time or desire to develop a content marketing strategy or execute your vision when it comes to print advertising.

If that's the case, the team at IFMN can help:

1. Design a strategy that reaches your audience through print.
2. Develop content that raises awareness of your brand and educates your audience.

3. Increase the visibility of your message with one of our high-impact print opportunities.
4. Elevate the perception of your brand, so you stand out from your competition.
5. Gain unmatched exposure by providing a platform to promote your services.

... and most importantly, improve your ROI.

**If that sounds like something you'd like and are interested in learning more about what Ignite Marketing Services or our First Class Data Services can do for you, please reach out to our account directors. Discover how we can help you generate more leads and increase brand awareness through print.**



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