

Don't Forget the "Tried and True"

Internet Advertising vs. Traditional Print Advertising

As fashion trends change, so do marketing trends. What's the big movement of the 21st century? The internet. (Don't act so surprised!) What would we do without our beloved internet? It's provided us with undeniable convenience and unequivocal speed!

In recent years, the web has become an amazing way to advertise – it's now the fastest growing avenue for spreading the word! Why the shift? Generation Y - the offspring of baby boomers. Us 20-something professionals have entered the workforce with guns blazing, prompting marketing trends to take a drastic turn towards the World Wide Web. You're welcome.

Jokes aside, you may be surprised to learn that my intentions here are not to preach about advertising online! I'm here to encourage you don't forget the "tried and true" – print advertising!

Even an internet junkie such as me can acknowledge there's nothing more effective than a high quality, well placed brochure or flyer. I know most of you have used print and you might wonder, what's the key to ensuring success from your printed materials? I answer, QUALITY! Professional designs and printing are vital. I rest my case.

Perhaps the best aspects of print are the options it gives you. Full color brochures can be used to provide a company profile, contact info, a sale promotion or solicit sponsorship. Flyers are the same and can be totally customized from size, colours, shape and message! Your possibilities are endless.

Placing ads in local publications can encourage immediate response. Consider using your magazine or newspaper ad to distribute a redeemable coupon or a voucher to enter a contest. Place an ad simply thanking the community for their support. Get creative.

Finally, I'd like to point out the strongest benefit of the "tried and true" – it is a way to help support local businesses. Whether it is a printer, designer or paper in your area, you will help promote stability in the local economy through print.

Now, to wrap this up, can we all agree that advertising is confusing and expensive, regardless of the method? Yes, I thought so! There are so many options... how do you choose? I advise the following three practices:

- 1. Make sure you have a balanced marketing plan, incorporating both "trendy" internet methods and "trustworthy" print methods. Don't put all your monkeys in 1 barrel.*
- 2. Make an annual plan for your advertising. By doing this, you will have an opportunity to check into the yearly projections and reflect on what has previously worked for you. If it isn't broken, don't fix it.*
- 3. And finally, cross reference everything! Post your flyers and brochures on your website and for heavens sake make sure your website address is clearly placed on all your print ads and materials! No exceptions.*

Remember, advertising is all about exposure, so you really can't go wrong. Generation "me" is going to continue supporting the internet trends, but please keep things balanced and don't forget to embrace the "tried and true".

Happiness to all; Heather D

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