CR PRO TAX Presents 10 Ideas On Digital Printing And Cheap Advertising

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East Orange, New Jersey - October 18, 2018 -
CR PRO TAX, a professional tax service in East Orange, NJ, has presented 10 ideas regarding digital printing and cheap advertising. In line with this, they have gathered the opinions of several key people who are involved in advertising.

First of all, it is important to note that print will continue to be important for those situations when physical customer presence is essential. Dave Matli from Parasail Health | Matli Consulting LLC says, "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 doctor'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."

Second, luxury consumers still prefer physical magazines and publications. Ashley Murphy from Stribling & Associates says, "Glossy magazines and major publications hold a certain cachet that online doesn't achieve. There is literal weight to your presence. This tangible platform resonates well with luxury consumers and clients - the trick is to find a complementary balance between digital and print within any given campaign for a multidimensional approach."

Third, augmented reality (AR) offers a place for print ads in seamless omnichannel brand experiences. Patrick Niersbach from InContext Solutions says, "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."

Fourth, print ads will be required to complement and encourage digital interactions. Jeannie Ruesch from xero.com says, "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."

Fifth, offline influencers would be able to use print media to reengage consumers. Sherry Jhawar from Blended Strategy Group says, "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."

Sixth, there will come a time when print campaigns will no longer be feasible because of the high cost of paper. Stephan Baldwin from franchisegator.com says, "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."

Seventh, print ads would no longer make senses in view of the dynamic screen environment. Courtney Dale from ICM Consulting and Media Corporation says, "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."

Eighth, print and digital campaigns will become fully integrated in the future. Almitra Karnik from CleverTap says, "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."

Ninth, print ads will allow brands to distinguish themselves in the prevalent digital advertising world. Brandon Ortiz from Salesforce.org says, "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."

Tenth, print ads will continue to be ideal for hyper-local markets. Jennifer Mellon from Trustify says, "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."

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CR PRO TAX

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