

# 4 Reasons Print Newsletters Rule

AND E-NEWSLETTERS DON'T

At first glance it might look like a smart decision: convert the company's printed newsletter to an e-mail newsletter when the marketing budget gets slashed. Printing and postage are eliminated. But are the dollars and hours invested in the development of the e-newsletter recovered with the same results as print? Consider these four reasons a print newsletter will pull better results.

### **Print newsletters get delivered**

How many e-mails do you delete each day? How many never reach you because of a spam filter? Even when e-mail is received, you may not receive the images embedded within the message because a security feature prevents their automatic download. This means that even when e-mail newsletters are delivered, they can be limiting with their graphical presentation. What's more, experts suggest that readers' attention span for e-mail has plummeted to just a few seconds before it is deleted. So e-mails from trusted brands often don't get your attention when you're busy.

For all the grief the U.S. Postal Services gets, you can be confident your mail gets delivered. Your printed newsletter is never blocked or lost inside a spam filter. E-mail authentication and webmail service problems are non issues with print.

What happens when your prospect leaves the company? That e-mail account is turned off. Mail will still get delivered even if your customer or prospect is no longer with their organization. Someone still has to do their job and the mail will be forwarded internally to the new decision maker. And when the company relocates, move update services (available from most mail houses) will provide the new mailing information.

### **Print newsletters get noticed**

E-mails live within the constraints of an inbox and a computer screen. With an inbox filled with subject lines, every message looks the same. E-newsletters sit ubiquitously next to all the other e-mails waiting patiently to be read (or quickly deleted). And despite all your hard work to finely tune the colors to match your brand, you can't control how colors are calibrated on your recipients' monitors.

Print is flexible. With print, the same image can take a different look and feel with the application of different finishes or specialty inks that you control. Print newsletters have the flexibility to stand out in the mail. They offer individuality with special envelopes or self mailers that show off their color and content.

### **Worried about sustainability?**

Today, most paper comes from companies that harvest trees from tree farms specifically planted, harvested and replanted to provide an ongoing source of non-public paper pulp. Regardless, recycled paper options are more prevalent than ever.

Paper is tangible. It can provide a range of effects based on the weight of the stock or the texture of the paper. And don't minimize the significance of folding. Pages give a printed newsletter an approachable, organized dimension. Unique folds can also show off components of a newsletter to give it extra exposure. A well-designed newsletter is an engaging experience for readers.

Print readers are focused. It is so easy to get distracted when reading an e-mail or Web site. A new e-mail arrives and steals your attention. Readers focus more easily when a physical newsletter is in their hands.

### **Print newsletters have more perceived value**

Make no mistake about it. You signal discounted value when a newsletter is only important enough to send via e-mail. Writing, designing, printing and mailing a newsletter takes energy, along with some time and expense. With a printed piece, you are signaling that the newsletter is valuable and should be saved by your audience.

Print is real. Have you ever heard the phrase, "Get it down on paper?" The tangible, physical nature of a print newsletter builds credibility.

### **Print newsletters are more convenient and comfortable**

Isn't that the point? After all, a newsletter isn't a quick-shot promotional piece. The content is meant to be read and digested. Let your readers savor it like a fine meal. Printed newsletters are much easier on the eyes. Reading any lengthy content on a computer screen can be uncomfortable and undesirable. What's more, e-mail newsletters can't travel with the reader as easily. Print newsletters are convenient to take on the go or to mark sections that you find interesting.

Print newsletters stick around. After they are read, they are more likely to be shared with co-workers or peers. Many professionals will file information they feel is valuable and want to save as a reference for later.

Speaking of mobility, what about your prospects and customers that work in the field? From construction foremen and retail owners to health professionals and engineers, many business professionals work outside of the traditional office setting and may not have access to a computer throughout the day. Mail is vital for connecting with these individuals and developing relationships.

**But e-mail works,  
doesn't it?**

E-mail can be a very effective marketing communications medium. Consider using e-mail like a postcard. Short, tactical messages that request a direct response (e.g. link to a promotion on your Web site) is where you'll get your best results.

E-mail and online communications have a role. Utilize electronic communication for short, tactical messages that promote a specific cause or product. The message should be geared to fit the short attention that it will receive.

A print newsletter is a versatile tool that can simultaneously educate prospects and develop a bond with customers. It can be a non-threatening format with more real estate to announce product releases, detail value propositions and present customer testimonials.

### **About Mayer Print & Mail**

Mayer Print & Mail is a full service print communications company with creative, print and mail services. Since 1980, our focus has been on you — the print buyer. We believe we're in business to help make yours stronger, and we understand the importance of your marketing materials and the significance of your deadlines. We know that trust is what long-lasting relationships are built on, and it is one of the many reasons our customers choose us. Our philosophy is simple: Quality. On time. Every time.

Call Mayer Print & Mail at 1.800.356.2769 for an evaluation of your print spending, suggestions on how to improve your direct mail, or to see how we might add value to your organization's marketing communications.