

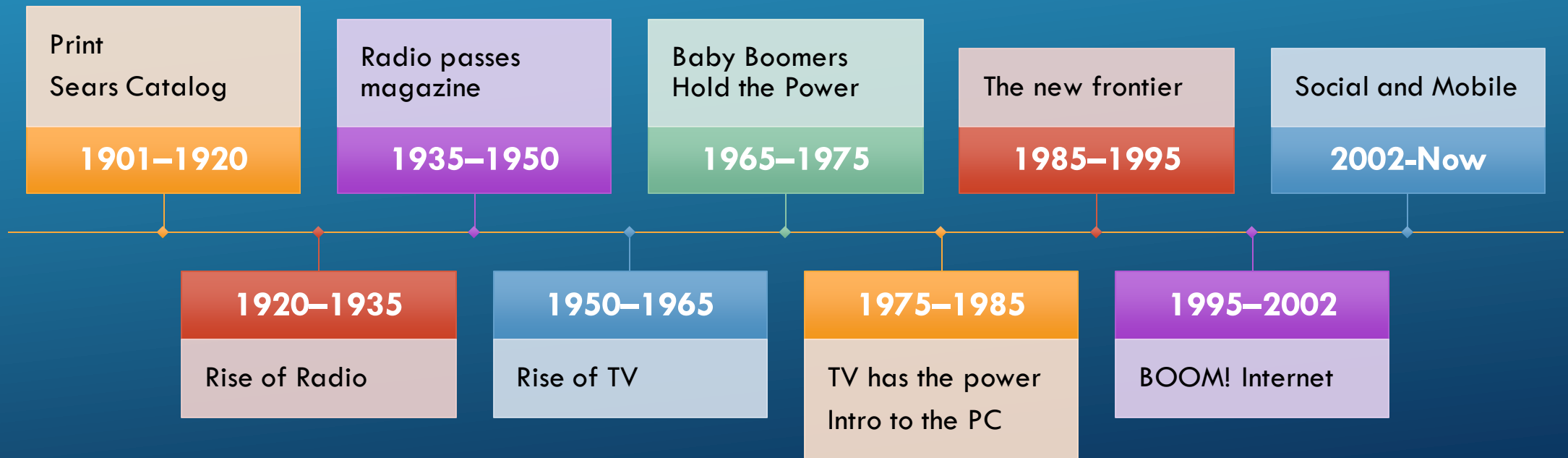
A decorative graphic on the left side of the slide consists of white and light blue lines forming a circuit-like pattern. These lines are vertical and horizontal, with small circles at various points, resembling a stylized circuit board or data flow diagram.

INTEGRATING DIGITAL INTO THE PRINT SALES PROCESS

WHAT WE WILL COVER

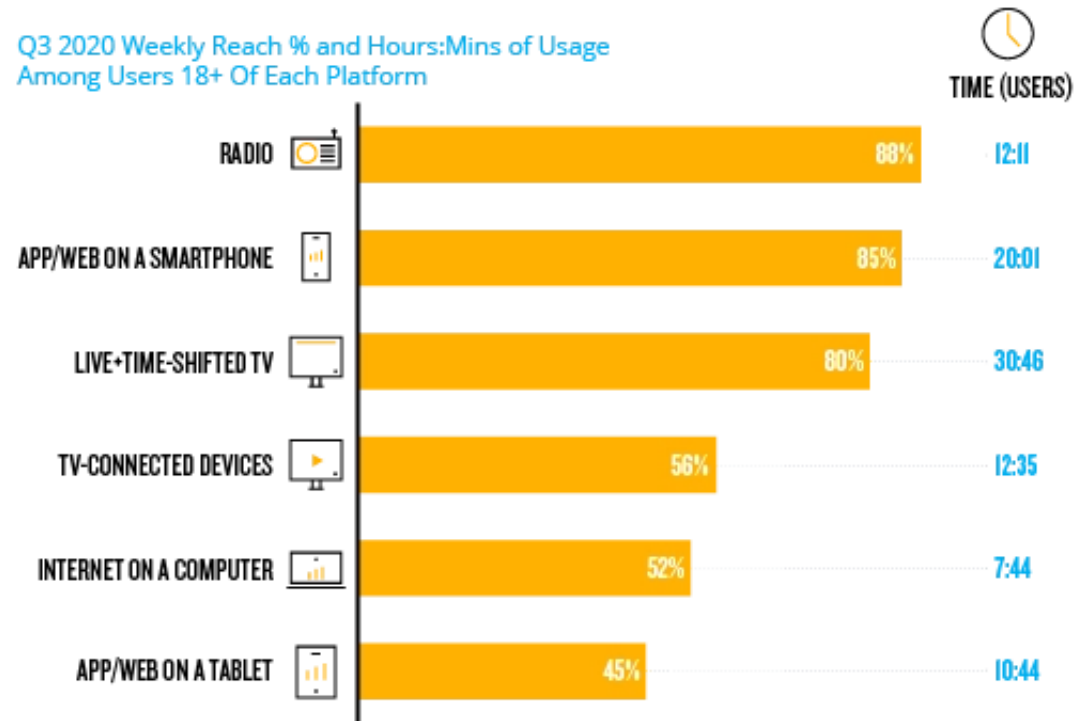
- Through the years
- Definition Level Set
- Buyers Journey
- Money Making Applications

BUYING THROUGH THE YEARS



RADIO, SMARTPHONES AND TV DOMINATE WEEKLY REACH, BUT TIME SPENT ON TV REIGNS SUPREME

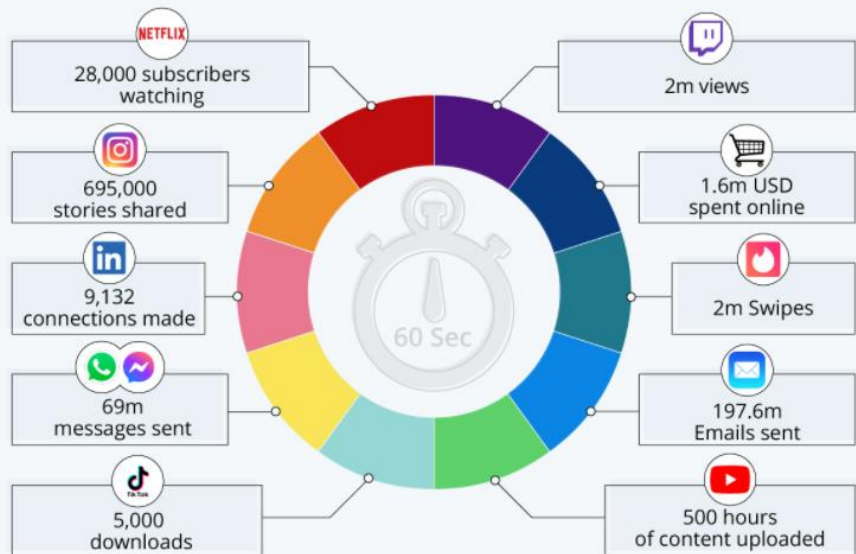
Q3 2020 Weekly Reach % and Hours:Mins of Usage
Among Users 18+ Of Each Platform



Source: The Nielsen Total Audience Report: Advertising Across Today's Media

A Minute on the Internet in 2021

Estimated amount of data created
on the internet in one minute



Source: Lori Lewis via AllAccess



statista

AMOUNT OF
DATA CREATED
ON THE INTERNET
IN ONE MINUTE

DEFINITION LEVEL SET

- **Content Marketing:** Any form of marketing that utilizes the creation of sharing of content
- **Digital Transformation:** The application of digital technology to a company's process, products and services
- **Digital Integration:** The use of digital as an extension of current efforts (strategy)

THE BUYERS JOURNEY

Awareness

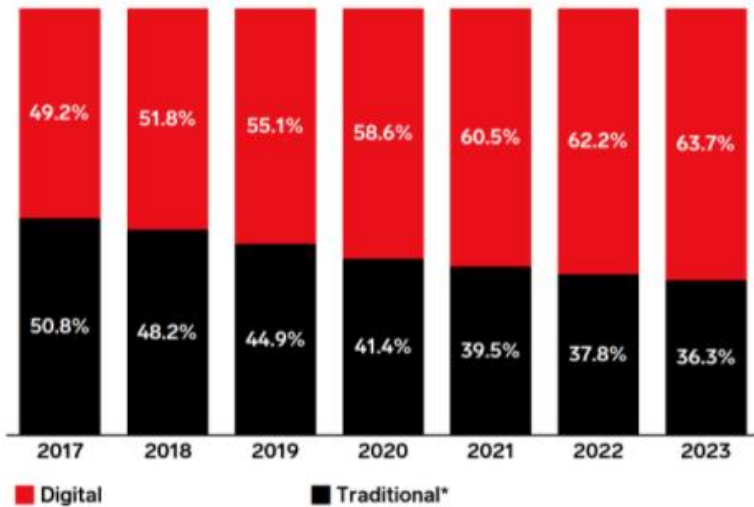
Consideration

Decision

INTEGRATION OF TRADITIONAL AND DIGITAL

Traditional* vs. Digital Media: Share of Average Time Spent in the US, 2017-2023

% of total



Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; *includes time spent on TV, newspapers, magazines, and radio

Source: eMarketer, April 2021

T11503

eMarketer | InsiderIntelligence.com

- Traditional Media: TV, Newspapers, Magazines and Radio
- Digital Media: Content Delivered through internet or computer networks

Source: EMarketer

A FEW JUICY STATS

- Print is the most trusted medium 82% of consumers trust print ads
- It enhances other media efforts
- The brain reacts well to print
- Print captures Millennials' attention

- Source: [LocaliQ](#)

WAYS TO INTEGRATE PRINT AND DIGITAL

- The best marketing strategy is never one platform
- The average consumer needs to see an ad 7 times before they take action
- Digital drives awareness, print drives action.
- 80% of newspaper readers reported taking action as a result of a print ad in the last 30 days.

- Source: [Local IQ](#)

ADDING NEWSPAPERS TO YOUR CAMPAIGN BOOSTS ROI BY

3

TIMES ON AVERAGE



Adding newspapers to a retail campaign increases effectiveness by 2.8 times



Adding newspapers to an automotive campaign increases effectiveness by +71%



Adding newspapers to a finance campaign increases effectiveness by 5.7 times



Adding newspapers to a travel campaign increases effectiveness by three times



Adding newspapers to a FMCG campaign increases effectiveness by +20%

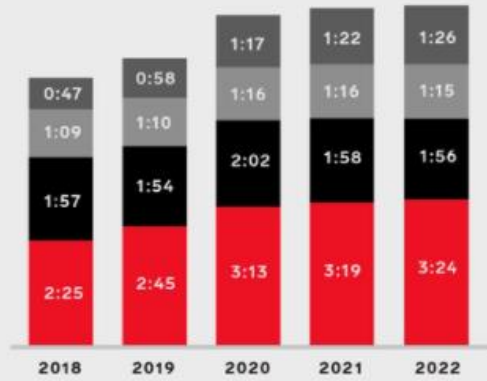
DIGITAL IS A NON STARTER, HOW TO GET IN THE CONVERSATION

[Source: Newsworks](#)

Average Time Spent in the US, by Device, 2018-2022

HRS:MIN PER DAY AMONG POPULATION

- Smartphones
- Desktop/laptop
- Tablets
- Other



Source: eMarketer, Jan 2021

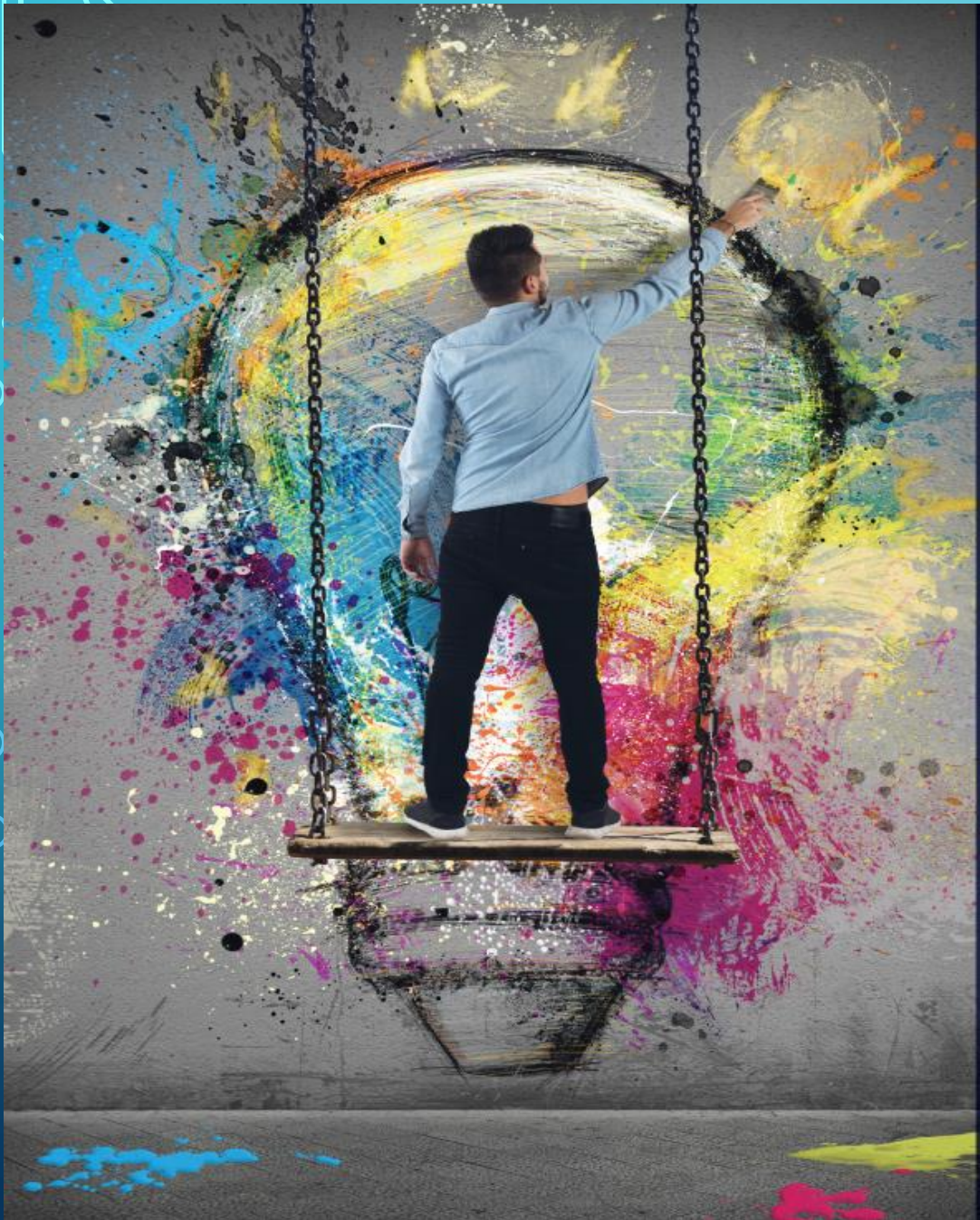
INSIDER
INTELLIGENCE

TIME SPENT BY PLATFORM- TECH

Insider Intelligence | July 28, 2021

HOW TO INTEGRATE

- Selling with an "add on" is not as effective as selling with it already included
- Using two or more media types drives reach, impressions and results
- Focus on the client solution not the platform



Creative Matters!

- Make sure it resonates with the desired audience
- Design creative for the platform in which it will be consumed
- Consider how the creative will impact the consumer along their journey
- Call the consumer to action
- Create urgency
- Fulfill the promise in the creative

THANK YOU FOR ATTENDING!

Please reach out to us with any questions.

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