

Integrating Print, Event and Online Media



With cross-platform marketing, the whole is greater than the sum of the parts. While each component has its own character and attributes, it's the synergies created when multiple platforms are integrated that deliver the best return. Here's why:

1. Integration maximizes the impact on your target market.

When online and offline integration is done well and used consistently, it can make an enormous impact on your target market. With increased visibility, you'll enhance brand recognition and loyalty, generate leads, and create new business opportunities. Additionally, the momentum of a combined strategy increases ROI.

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2. Total exposure is powerful. When your brand and message are broadcast in print, online and at a trade show, buyers perceive your company as an important player in the market. If your operation is small, it's a perception that's obtainable. If you're a market leader, it's an image you want to preserve. Perception drives action: buyers want to do business with recognized companies.

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3. Media can be leveraged. Using media cooperatively lets you leverage the characteristics of the other platforms. A print or online ad can't possibly contain all the features and benefits of a complicated piece of machinery, but it can direct prospects to a landing page with more information, a lead capture form, and/or to a trade show booth for a live demonstration.

4. Offline marketing drives online behavior. When motivated prospects research your company using search engines, their interest is often triggered by offline behavior— maybe they've seen your advertisement in a trade publication or sampled your product at an event. People don't search on brand or company names they don't know—check your Key Word analytics and determine how the words searched on came to be known.

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5. Advertising improves event results. It's no coincidence that companies that run regular advertisements leading up to an event enjoy increased booth traffic. In addition, some prospects will find your message relevant even if they don't attend the event.

6. People engage in different ways at different times.

It's important to have a presence across platforms; you need to be able to connect with your target market on their terms. Some of your prospects may only use one or two platforms. Make sure your message is in front of them regardless of the media they use.