



How to Enhance Online Marketing **With Print**



The COVID-19 pandemic has catapulted the world into working online, forcing businesses and universities to conduct their services virtually. Although operating remotely has its perks – being closer to home and family, less commuting – it lacks the authenticity tangible methods of marketing bring.

Print brings tangible things to the intangible, gives an audience something to touch and peruse while they're sat at their home computer. It's a way of making things feel real, wholesome, worthwhile. Online events don't have to simply be pixels on a screen.

From making an impression that lasts to printing marketing collateral on demand, we're covering how digital and print marketing can work together, enhancing your customer experience.

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What Print Media Can Be Used to Support Online Events?

Although hosting events virtually has proven to be a success, you still want to make a great first impression, but there's only so much you can do when presenting through a screen. Thankfully, there's a way you can stand out from other institutions or businesses by mixing digital with print. It's a magical combination.

Before your event, send welcome packs in the post containing everything they'll need for the event. From brochures and leaflets to branded notebooks and onboarding packs, there's a wide variety of print options available to help make your virtual event a success.

Plus, it's not just before the event that you need to think about. Post-event print offerings provide a unique opportunity to continue wowing your audience.

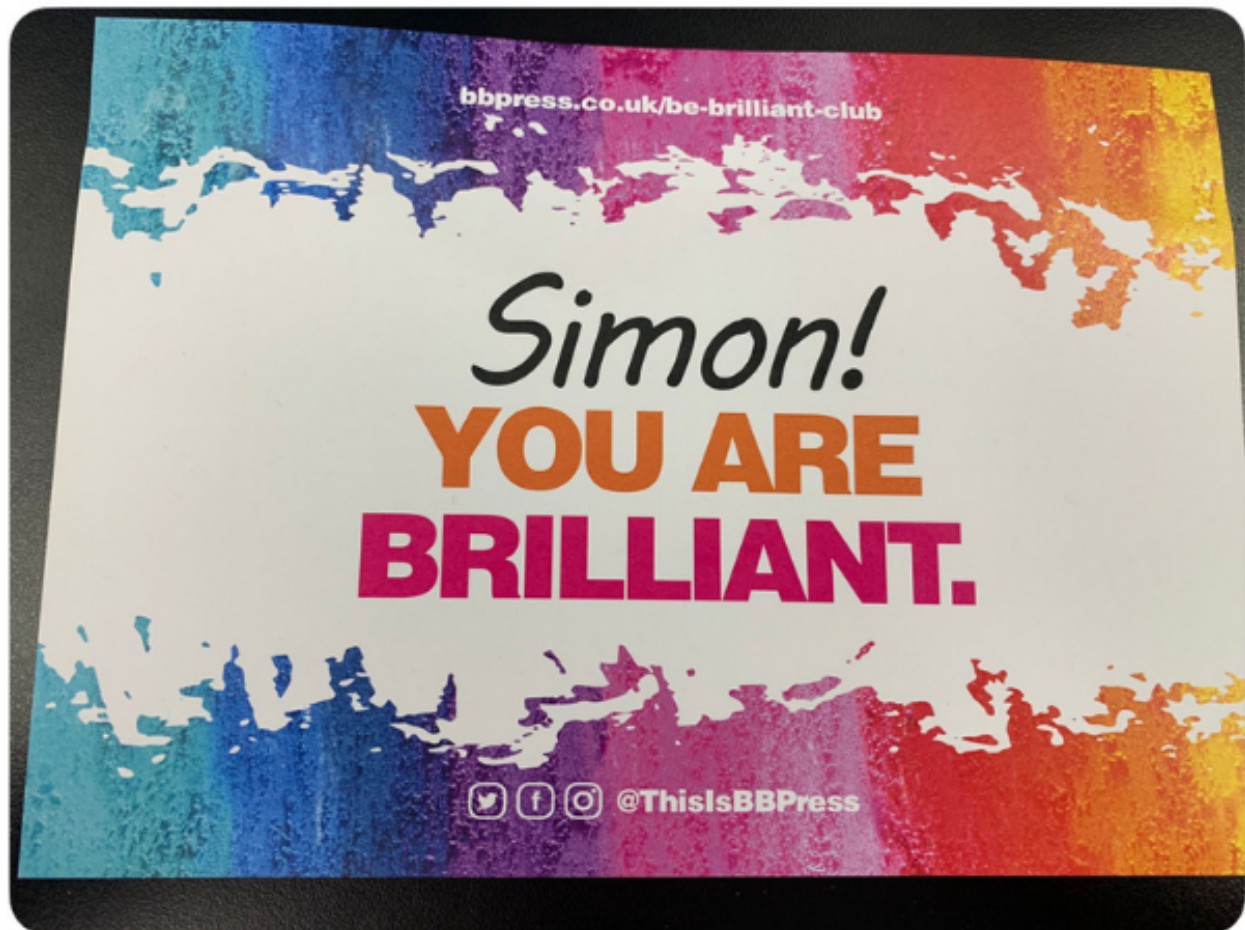




This eye-catching mailbox was sent out in the post containing a lanyard and an information pack. A gesture like this shows you appreciate your customers (or in this case, prospective students) enough to spend money on printed materials.

I've been telling my work colleagues this for ages, just nice to have it confirmed

😂😂😂 thanks @ThisIsBBPress



Here's an example of something we sent in the post after an event - Simon liked it so much, he even put it on social media. It's a great opportunity to make your audience feel special and they may even do some of the marketing of the event for you by posting what they receive online!



Embody Sustainability Into Your Marketing to Demonstrate Your Approach to the Planet's Wellbeing

53% of consumers overall and 57% in the 18-24 age group have switched to lesser-known brands because they're sustainable.

As a society, we've become more and more conscious of our environmental impact, causing some businesses to rethink their need for printed materials. The good news is you can still use printed materials in your marketing without feeling guilty. In fact, you can actually feel good about using print if you choose to work with a Carbon Balanced Printer.

Print is becoming more eco-friendly every day. Carbon Balanced Printers ensure that they have reduced the CO2 created from the print production to an absolute minimum. Once this is as low as possible - and only then - the emissions are balanced through a program which funds World Land Trust on their mission to protect our threatened rainforests.

As well as the print, the entire paper production and mill delivery have also been balanced. Plus, printers who specialise in sustainable print use FSC® products that are made from wood fibre sourced from responsibly managed forests. They strive to meet high environmental, social and economic standards.



The Carbon Balanced Print logo stands for positive action. It's something your brand should be proud of and it's what more than half of average consumers are looking for.

So we know digital marketing and print marketing work well on their own, but how well do they work together?



Benefits of Blending Digital Assets and Print


Modern printing began in the fifteenth century after the invention of the printing press by Johannes Gutenberg. But even though it's a process with a long history, it still has a place in today's marketing.

Although digital marketing is cheaper and uses fewer resources, it's proven not to be as impactful as print. This is because print gets more of a response from the brain as it engages with 'spatial memory networks'. That's why people find they can associate more with a brand if they're engaging with something physical.


There's also the fact the internet is filled with distractions - like Facebook notifications, emails and Twitter. All it takes is for the ping of the notification bell to play and your audience moves elsewhere.

Here's where print is different.

After receiving a package in the post, your audience is concentrating on one thing - the marketing material you've sent them. Sure, the cat, phone ringing or doorbell being pressed may end up distracting them sometimes, but ultimately, the audience is more likely to spend time with printed collateral, simply because it doesn't disappear. It's still in the house - on the kitchen counter, coffee table or magazine pile - ready to be picked up and perused.



This brochure for Deanta beautifully displays their exquisite collection and holds the attention of the reader.



And as technology advances, print can go hand-in-hand with it. Take QR codes, for example. They're used throughout a range of different marketing materials - in brochures and on posters and business cards. Audiences can easily whip out their phones and scan the code to visit the brand's website and learn more about them and what they do.

See - there's so much you can do with print and have an incredible impact on your audience! We've covered print, now let's look at the ordering process because we have some tips to help you with that too. Have you considered using Web2Print, it can save time and money on marketing materials and merchandise, sound good?

Let me tell you more.



Starling

Diamond glazing adds a little flair to this traditional shiplap design. Combine the Starling with Heritage hardware to really complete the look.

Turquoise Pastel / Sarah

Chartwell Green / Bullion

Cream / Bullion

Duck Egg / Bullion

Walnut / Bullion

ENDURANCE
Solid & Secure Composite Doors

PROTECT YOUR HOME WITH A SOLID AND SECURE DOOR

What Are the Benefits of Web2print?

Web2print (also known as Web to Print and W2P) is a powerful tool for personalisation and brand management. It works by creating an online storefront for a customer. The customer navigates the site and chooses their items to personalise - this could be cards, t-shirts or notepads, for example.

This method is particularly advantageous for global brands that want to create a wide range of marketing materials. Their brand logo can be printed on items all over the world. Although there's an initial set-up fee, the many benefits make it a worthwhile investment. Web2print solutions can help businesses by:



Promoting brand consistency

Using their own templates, brands can make sure that all of their printed materials stay on brand and their templates can be made with customised designs and personalisation.



Reducing time

Web2print gives control to the brand. This then reduces the time spent on having fewer meetings to finalise designs and approve different stages. Plus, there's no waiting around for samples to be sent - everything is available to see onscreen and just needs approval.



Reducing costs

Web2print provides brands with the ability to order on demand. This means they can order things as and when they need them, rather than having to meet certain requirements and an inventory that may not get used. By eliminating some of the normal steps that go into an order, it reduces overall costs.



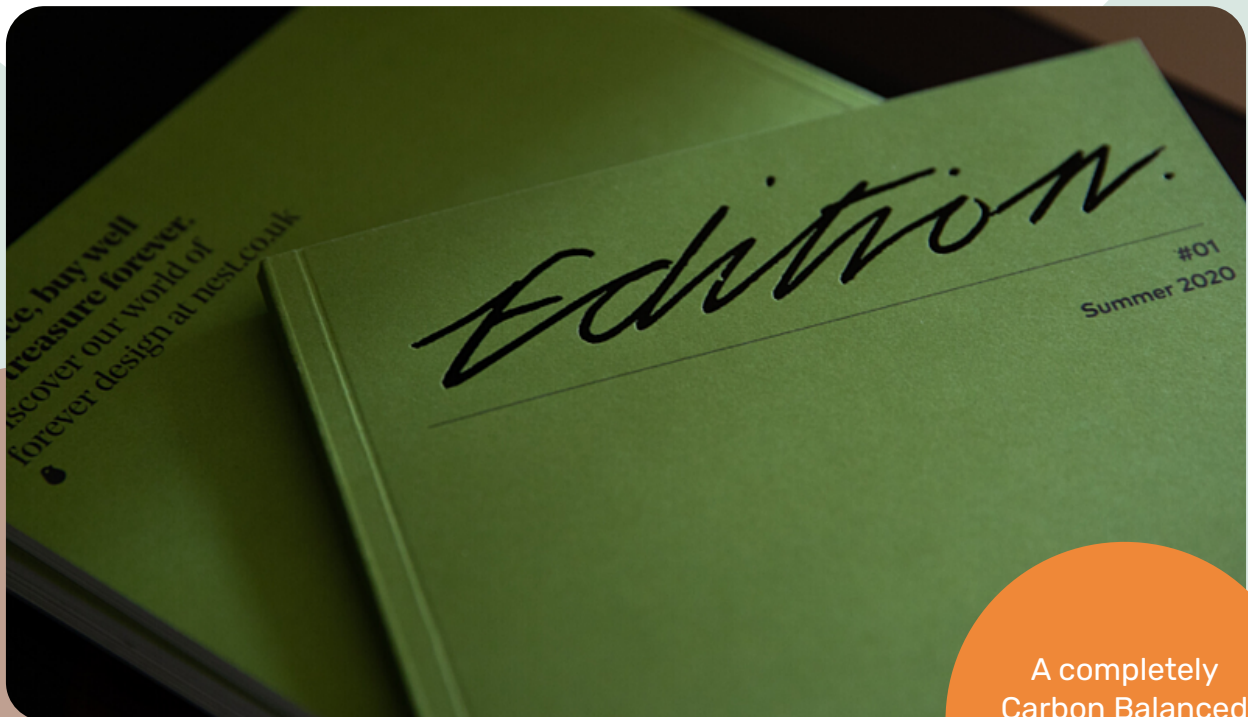
Ordering from anywhere

All you need are the login details, access to a web browser and off you go! This means you're not restricted to one location and can place orders remotely from wherever you like. It's also beneficial as more than one person can make orders, should the other be out of the office or occupied with another task.

Why B&B Press?

At B&B Press, we pride ourselves on the high-quality prints we produce. We're able to do this because of the state-of-the-art printing technology we use. But that's just one of the reasons you should choose us for your next marketing campaign.

With over 60 years' experience in the industry, we have the expertise and knowledge to make your print visions a reality. For many of our clients, we're not just a one-off print supplier, we're long-term partners, working together to make print come to life and make a big impact.



A completely
Carbon Balanced
brochure for Nest.

From litho and UV LED printing to digital printing, we offer a full suite of services so there's no need to look elsewhere. And do you want to know the really great news? There's no need to worry about your environmental impact. We're one of only a few [Carbon Balanced Printers](#). This means we only use sustainably sourced [FSC®](#) and Carbon Balanced paper. So when you print with us, you can rest assured it's done in the most environmentally friendly way possible.



If you'd like more opportunities to network with marketing professionals, take a look at our BeBrilliant Club. As a member, you'll have the chance to mingle with like-minded people, share experiences and work together to improve one another's marketing skills and knowledge.

You'll be the first to hear about exclusive events and receive regular hints and tips to help you better market your brand and overcome challenges.

Still not convinced? See what we're capable of for yourself by checking our [Job of the Week section](#) or this recent project we did for Touchstone Education below.



Bridge the Gap Between your Customers and the Digital World with Print

Touchstone Education usually hosts their training events at a venue. Right now, that's missing from the world and going to a virtual event isn't quite the same. There's no ticket to receive in the post and excitement choosing what to wear. Although there are some perks - like wearing your comfy slippers - audiences are now missing out on what it's like to be truly immersed in the experience.

There's a way you can make virtual events more tangible.

Touchstone Education offers a variety of courses concerning landlord and property development. To maintain an authentic connection with their customers, we helped them produce and deliver a welcome pack pre-event and more printed collateral over the event.

These packs consist of a personalised introduction letter explaining the course and agenda, a course booklet and personalised notepad. Receiving a package in the post is much more exciting than receiving an email, which is why they're sent out to everyone enlisted on the course prior to the first session.

Consumers are increasingly frustrated by and become immune to some digital marketing techniques such as pop-up ads and banner ads. That's why when they see quality personalised print, it creates a unique experience that can capture their attention in a more positive and memorable way.

To learn more about what we did for Touchstone Education, [click here](#).

If you have an upcoming event or marketing campaign and you'd like to incorporate print, speak to our team today. We'd love to help you make a brilliant impact!

[Contact us today!](#)



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