INTEGRATING DIGITAL INTO THE PRINT SALES PROCESS
WHAT WE WILL COVER

• Through the years
• Definition Level Set
• Buyers Journey
• Money Making Applications
RADIO, SMARTPHONES AND TV DOMINATE WEEKLY REACH, BUT TIME SPENT ON TV REIGNS SUPREME

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

<table>
<thead>
<tr>
<th>Platform</th>
<th>Reach (%)</th>
<th>Time (Users)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>68%</td>
<td>12:11</td>
</tr>
<tr>
<td>App/web on a smartphone</td>
<td>95%</td>
<td>20:01</td>
</tr>
<tr>
<td>Live-time-shifted TV</td>
<td>88%</td>
<td>30:40</td>
</tr>
<tr>
<td>TV-connected devices</td>
<td>50%</td>
<td>12:35</td>
</tr>
<tr>
<td>Internet on a computer</td>
<td>52%</td>
<td>7:44</td>
</tr>
<tr>
<td>App/web on a tablet</td>
<td>45%</td>
<td>10:44</td>
</tr>
</tbody>
</table>

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

- 28,000 subscribers watching
- 695,000 stories shared
- 9,132 connections made
- 69m messages sent
- 5,000 downloads
- 1,6m USD spent online
- 2m Swipes
- 197,6m Emails sent
- 500 hours of content uploaded

Source: Lori Lewis via AllAccess
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 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
DIGITAL IS A NON STARTER, HOW TO GET IN THE CONVERSATION

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

HRS: MINS PER DAY AMONG POPULATION

- Smartphones
- Tablets
- Desktop/laptop
- Other

Source: eMarketer, Jan 2021

Insider Intelligence | July 26, 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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