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With the rise of online marketing, a lot of consumers have moved online as well. The ease and comfort provided by online shopping and modern technology is hard to resist for a lot of people. Even the business industry was not immune to the allure of the Internet. Most, if not all, businesses these days have certainly moved to the online market.

However, after a few months or years of stay in the virtual market, realization will set in. Although people are online these days, most will still look for a printed ad before making buying decisions. In fact, there are still people who prefer printed marketing materials rather than email or instant messaging (especially if you consider the type and age of customers you market to). This then creates a dilemma: should you invest in print or online marketing?

The answer will actually depend on your business and your need, but as a savvy business owner, you would know that gaining good advantage would mean investing in both online and print ads. Getting a good mix of both these marketing techniques will help you get in touch with more customers and gain wider market reach. In fact, you can take advantage of online print houses to produce your printed marketing materials. You only need to find the right balance between online and print media.

There are different printed marketing pieces worth investing in. For starters, business cards are important for all business owners. Though you can easily exchange contact details over Facebook or smartphone, it always pays to have business cards with you. After all, not everyone has their own web presence. If you don't want to lose opportunities, then get these simple and handy materials in your pocket at all times.

You can also invest in postcards. A simple hello will mean a lot of your customers. Even if you don't have a new product to introduce or a promo to endorse, an impressive postcard will keep you in touch with your customers. This will help remind them of you and show them you think of them constantly. A little appreciation will also go a long way. You can express your heartfelt gratitude to your customers through your postcard.

If you want something more business-like, create your own sales brochures. You have to option to make a two- or tri-fold brochure. Choose whichever fit best with your need. Include only the necessary information so you don't overcrowd your brochure. People still have to breathe and pause at every sentence, so put enough space. Don't overwhelm your readers with too many details. Keep your message short, simple, and direct.

These materials complemented with your social media account, email ads, and website is sure to help you gain a better audience. Make sure though that you print your materials well so they will look eye-catching. Design them consistently with your website and the rest of your materials to convey a consistent image, and find a printing place that will give you the best value for your money.

Mixing online with print marketing is easy enough to do these days. It seems that print media is not going anywhere so you might as well take full advantage of it and use it to gain better results for your marketing campaign. It's a tough market out there. If you want to succeed, invest in all possible marketing avenues available.

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