

Interactive print is crucial to direct marketing, says white paper

By [Jacques van Wyk](#)

12 Oct 2015

e-Commerce is a critical component for many businesses and Shopify reports that mobile accounts for more than 50% of all global e-commerce traffic for the 100,000 e-commerce stores that use its platform for the first time.

Mobile elements in marketing campaigns are becoming an industry standard, which is not surprising considering that PwC predicts 88% of South Africans have mobile Internet access.

However, traditional advertising and marketing remain important and most significant to reaching customers. Yet Nielsen, the global measurement company, at the 16th annual Pamro conference in Dar es Salaam, Tanzania, says that integrated, cross-platform campaigns with messaging for the right audience are critical to consumers in Africa.



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Print components of campaigns still have enormous impact for marketers. The UK's Royal Mail research shows campaigns including mail return more than twice the market share growth of those that exclude mail.

Cross-platform campaigns have been proved successful and the more closely united they are the more successful they are. Clickable paper melds mobile phones, the Internet, and paper or print advertising without unsightly barcodes or QR

codes. Rather, the app simply recognises an image and directs consumers to any type of digital content, from video to voice, images, text, or even interactive HTML on websites.

Clickable paper makes it easy for printers to enhance the value of traditional print with a variety of online content, information and mobile communications. It means they can differentiate themselves in competitive environments. Offering the clickable paper service can encourage marketers to expand their use of print because it becomes micro-measurable, just like digital marketing campaigns, since activities can be tracked and responded to in relevant and meaningful ways.

Mobile is revolutionising the world in many ways. In the context of marketing it may at first glance appear to conflict with printers, potentially ruining their revenue streams, yet the answers to three questions demonstrate that printers can actually use mobile to build their businesses and grow revenues.

1. How mobile technologies can be levered in your own business to improve productivity in terms of production and business management, employee satisfaction and more;
2. What you need to consider in terms of client-facing applications in order to give them the flexibility of conveniently and comfortably accessing your business from any device, anywhere, anytime, ordering print and other products, reviewing job status and more; and
3. How you can take advantage of the rapid adoption of mobile technologies to add new (profitable) products and services to your portfolio that not only generate new revenue streams but add value to your clients' businesses.

Senior editor for the market intelligence for print and publishing companies, WhatTheyThink?, Cary Sherburne, wrote a white paper that specifically answers those three questions. It is called *Making the Most of Mobile: What a 'Mobile-First' Strategy Means for Your Business*, and it is available for download [here](#).

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