

Your Newsletter: Online or In Print?

The transition has occurred – more people now get their news online than from newspapers. It's the turning point many have been forecasting for years. So if you produce newsletters, such as we do with our *Quick & Important*, should you abandon the print format and switch to e-newsletters? Before you decide, consider some facts.

E-newsletters have many advantages.

- The cost is lower – no postage to pay.
- You can produce and send them faster, making them timelier.
- You can economically customize them, sending specific information to specific customers.
- Because of the low cost and quick turnaround, you can send them at frequent intervals.

However, also consider the weaknesses of e-newsletters.

- Approximately 60 percent of e-newsletter recipients delete them without reading them.
- E-newsletters have no staying power. If they aren't read when the person receives them they won't get read later.
- There are many spam filters and blockers that trap e-newsletters and that get upgraded as fast as mailers find ways to get around them. So non-deliverability can be high.

Now compare the advantages of print newsletters.

- 96 percent of people look at ALL of their mail, so you have a much greater opportunity to make an impression and get read with a printed piece.
- Print has more staying power. People will look at your newsletter, perhaps put it aside and come back to it, and even pass it on to a friend

or coworker.

- Many people are pack rats. If there is even one item of interest in your print newsletter, they'll save it.
- Because of its increased staying power, print is more successful in reinforcing your brand and your relationships.

Things to consider when using print.

- The cost of production and postage.
- Lead times are longer, so you need to plan ahead.

Given the choices, what should you do?

The answer is to *integrate*. Produce your print newsletter and mail it out. But take some sound bites of the core information and put them into e-mail blasts that are short and easy to read. Then post your print newsletter on your website in a downloadable PDF format, so people who find you online can also get your news.



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