

Print Power Plan 2022

Overview performance 2021 and plan 2022

Ulbe Jelluma March 24 2022

PRINT  POWER

Agreed plan 2021

Shift towards social media

- Focus on website, LinkedIn and newsletters
- Produce original content: articles and charts
- Budget €65.000 (for 9 months period)
- Start: April 1 2021



2021 Activities & Performance

Website: 33% more visitors

Activities

Type	Number
Articles	24
e-Book	1

Domain Authority

Score	Benchmark
41	>60

Key numbers

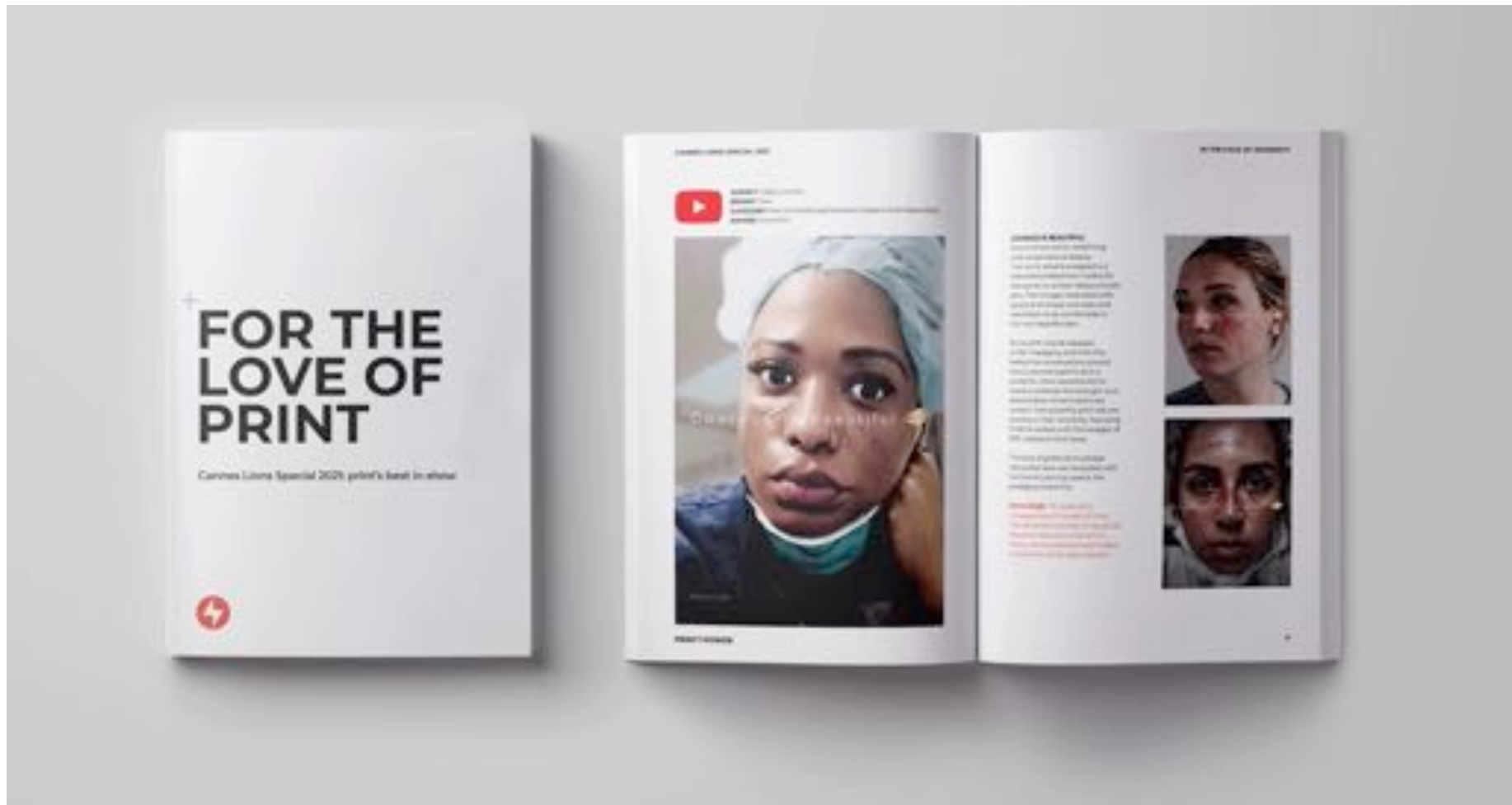
Type	Number
Users/visitors	25.768
Page views	44.268
Av. duration session	1.00
Bounce rate	80.67

Regional origin

Type	Users	%
Europe	10.211	39,6
North	5028	
West	3433	
South	1118	
East	739	
Asia	8.035	31,2
Americas	5.638	21,9
Africa	1127	4,9
Oceania	671	2,6



Best performing activity/post



Best performing articles/posts

Diverse content: facts, opinion, inspiration

EXPERTS / 14.04.21

Could performance metrics boost the case for print?

Words by: Print Power

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If print advertising was armed with the same metrics to measure success that digital boasts, would agencies be more likely to include it in the marketing mix? Ludovic Martin thinks so. That's why he's created a simulator that concludes the ROAS of print is three to 10 times higher than that of Google Ads, Facebook or email marketing...



INSIGHT / 27.05.21

Digital's downfall is print's gain

Words by: Print Power

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What digital advertising lacks in audience interaction, print more than makes up for in its potent ability to captivate. Time for print media to step up and fill the effectiveness gap

MEDIA CHANNELS AND MISCONCEPTION

Equity reports a perception vs reality gap. The evidence puts newspapers and magazines at three and four, while marketers put them at eight and nine

EVIDENCE 2020		PERCEPTION 2020	
1 TV	108.5	1 TV	52.5
2 Radio	102	2 Online video	47.0
3 Newspapers	82.1	3 Radio	46.0
4 Magazines	76.5	4 Social media	44.6
5 Out of home	71.2	5 Out of home	43.1
6 Direct mail	69.6	6 Cinema	42.8
7 Social media	65.0	7 Online display	37.6
8 Cinema	61.4	8 Newspapers	32.5
9 Online video	55.0	9 Magazines	33.6
10 Online display	49.7	10 Direct mail	33.6

Despite evidence to the contrary, there's a huge discrepancy between which channels marketers think are top drivers of profitability and what actually are. The agency blinkers are on when it comes to realising the power of print media. And a new WARC report further confirms this significant gap between perceptions of media performance and what the evidence shows. However, in canvassing audience consumption and opinion, the report reveals that print's unique qualities of creativity and effectiveness are perfectly placed to excel where digital doesn't.

INSIGHT / 17.06.21

Champion of creativity

Words by: Print Power

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Former ECD of Ogilvy & Mather London and custodian of The Caples Awards, Patrick Collister talks about the creative prowess of print and 'rewarding work that works.'



At a time when there's been a considerable drop in spend, you'd think there would be a dearth of innovation in advertising. But that beacon of creativity The Caples Awards 2021 proved otherwise – that innovation and effectiveness shine brightly despite challenging times. And with its versatility, print can more than own that creative space. We chew over the importance of creativity with Patrick Collister, who balances the running of the awards with editing Directory magazine, a showcase of innovative campaigns.

+ DIRECT MAIL HAS A STRONG EFFECT ON SALES

CONTINUED INCREASE OF CONVERSIONS

ROI RETURN ON ADVERTISING SPEND

For every euro spent on mailings, the return is...

€11,90

VALUE OF BASKET

Print mailings achieve **22%** higher value of shopping baskets

ORDERS LONG TAIL

Sales via mailings keep coming in even after 6 weeks

EFFECTIVENESS OF EMAILS IN COMBINATION WITH PRINT MAILINGS

GROUP 1 Print mailing: **21%** Higher conversion, Higher value basket

GROUP 2 Email and print mailing: **17%** Higher conversion, Higher value basket

GROUP 3 Premail, print mailing and reminder email: **15%** Higher conversion, **2%** Higher value basket, **15%** Number of orders

In conclusion, adding additional media improves conversion and basket size

Source: CMC Print Mailing Study 2021. Topic: Existing customer activation. Agency: The Collaborative Marketing Club in cooperation with Deutsche Post. **PRINT-POWER**



2021 Activities & Performance

LinkedIn: 29% increase followers

Activities:

- Total: 185 posts
 - new content 37
 - old content 10
 - forwarded content 138
- Total impressions: 35.765
- Growing network of print media authors

Performance LinkedIn posts

	Engagement rate (Average)	Benchmark ER
New content	6.83	7.78

Profile

Industry	%
Mkt & Advertising	20
Printing	15
Paper & Forest	8
InfoTech & Services	6
Publishing	5

Followers

	Total	Increase
2022	1016	228



2021 Activities & Performance

Newsletter: 25% opens email

- Two newsletters score open rate by almost 1/3 of list
- Average of 7 in 100 people (who opened) click to read the article on the website

Key data

Type	Number	Benchmark
List records	7797	
Av Open rate	24,96	17,38
Av CTR	7,71	11,73

PRINT+POWER



Something caught your eye?

Print is an attention seeker. It does much more than simply get noticed. It has the power to turn heads, to stop you in your tracks, to prick your curiosity and fuel desire. How can a simple piece of paper hold such power? Because it has an unrivaled, sensory quality that connects the eye with the physical, with touch. And when these senses combine, a print ad is an emotion-stirring force to be reckoned with. This month, we look at Lumen's new value of attention in advertising effectiveness metrics and how print captivates the consumer. Plus, we celebrate print's magnetic mastery with a look at some of this year's eye-catching winners of The Caples Awards for creativity.

Ube Jeluna



Look at me!

Print is seductive. Its creativity makes it hard to ignore. And Lumen's new value of attention metric to gauge advertising effectiveness shows that print ranks highly.

TELL ME MORE



Artistry in print

Recognizing and rewarding "work that works", The Caples Awards continue to champion innovation. Franck Collière looks at the brands boosting print advertising and explains why creativity is more important than ever.


BE INSPIRED

PRINT+POWER

Tap in to print's potent ability to captivate and command attention

There's a huge chasm between what marketers think is effective and what actually works. It's high time agencies looked at where print excels and digital doesn't -- it gets your campaign noticed. With its endless creative possibilities and tangibility, print excels at getting and holding attention. And it has a booster effect on digital success when included in the marketing mix. Media planners should base their channel choices on the hard evidence and acknowledge print's powerful ability to turn heads. This month, we're all about print's rules of engagement.


Ube Jeluna



Eye candy

The allure of print should never be underestimated. We talk to those printing pioneers using dazzling special effects to take print from standard to the truly extraordinary.

READ MORE



Print advertising makes social media 50% more effective

Ground-breaking new cross-media measurement proves that when used in the media mix, print boosts the success of other channels. That's the power of print!

FIND OUT HOW

What the evidence says	What the perception is
1. TV: 48%	1. TV: 52%
2. Print: 18%	2. Print: 15%
3. Radio: 12%	3. Radio: 10%
4. Digital: 22%	4. Digital: 23%



2021 Activities & Performance

Presentations: extended presence via web- and podcasts

Canon webinar Belgium and The Netherlands

Canon EMEA
193,956 followers
2mo · 🌐

+ Follow

Tijdens het Canon Insight Webinar gaven Ulbe Jelluma en Valery Bartels grafisch dienstverleners inzicht in de wijze waarop marketeers en bureaus kijken naar print. Ze gaven inspirerende praktijkvoorbeelden of ...see more

See translation

INSIGHT WEBINAR
De nieuwe rol van print in marketing
Bekijk de opname!

Webinar - Canon Insight rapport met Ulbe Jelluma en Valery Bartels
b2binfo.canon-europe.com · 1 min read

Global INMA webinar

Print Power Europe
971 followers
1mo · 🌐

Listen to the webinar from Ulbe Jelluma for International News Media Association (INMA) on how to improve the position of newspapers and print media towards the advertisers and agencies.
[#newspapers](#) [#perceptiongap](#) [#printmedia](#) [#advertisers](#) [#advertisingeffectiveness](#) [#printmediaeffectiveness](#)

International News Media Association (INMA)
5,116 followers
1mo · 🌐

+ Follow

"There is a lot of value in print and in newspapers. With this better understanding of how marketers and advertisers operate and how they think, we can have a better insight to what we need to do to com" ...see more

Media companies need the power of print
inma.org · 1 min read

Media companies need to better educate advertisers and agencies on the power of print
[Canon.nl](#) · 12 Nov 2021

Episode in Canon Podcast

Canon Ascent Programme

Business development support for Canon customers to help uncover new opportunities and challenge the status quo of your business now and in the future



Online interview with Ricoh

Eef de Ridder · 1st
Vice President Commercial and Industrial Printing EMEA at Ricoh Europe
1w · 🌐

I recently had a catch up with Ulbe Jelluma, MD of Print Power in Europe, discussing how intelligently personalised print, combined with engaging content, drives action. Ulbe has some great examples to share, so please check out our latest interview.

[#RicohEuropeGC](#) [#directmail](#) [#personalisation](#)

RICOH RICOH

2022 outlook

Major progress, but some points of attention

- Continuation current activities (website, LinkedIn and newsletters)
- Excellent web content, potential to reach larger and more adequate audience
 - Improve search, brand authority and keywords
 - Improve speed mobile website
- More LinkedIn followers needed
- Privacy rules will further impact measured impact Newsletter
- Budget €65.000 for 12 month (= 25% reduction/mo)



2022 activities



2022 Activities & Performance

Presentations - webcasts

Podcast Keypoint Intelligence



12 JANUARY · 54 ET · 32 MIN

The Relevance and Power of Print

The Key Point Podcast

▶ Play



German Sacristan, Keypoint Intelligence's Director of On Demand Printing & Publishing, sits down with advertising agency veteran Ulbe Jelluma to discuss why print remains an effective and vital part of a communications channel strategy. Among the other areas of interest are challenges and bottlenecks as well as how to enable the power of print long into the future.

Masterclass INMA



Is print advertising dead?



What do advertisers think of print and how do we get it on an agency buyer's radar?

Sir John Hegarty, Founder, BBH



Measuring print ads and the effectivity of print advertising

Ulbe Jelluma, Managing Director, Print Power Europe



Using print as part of a multi-platform sell

Steve Hutton, Group Sales Director, Stuff

Budget proposal

2022

Activity	Budget 2022
Website infrastructure	7.500
IT support/maintenance	3.000
SEO work	7.000
Website content (articles + e-booklet)	23.000
Social media (LinkedIn)	17.000
Infographic (2)	2.200
Newsletters (10)	5.000
Reporting (4)	1.000
Total	65.700



Thank you for your attention

Ulbe Jelluma

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