



# Branding Iron

► by **Eric Grant**, general manager

## Balanced approach

*The key is balance when it comes to advertising.*

### Reaching customers

An effective advertising and marketing campaign is a lot like investing. The best investors and advertisers are those who diversify their investment across a wide array of sectors and platforms, not placing all of their bets on a single opportunity.

With the rise of digital media, this question often gets asked: How much longer before all advertising is online and print is no longer a viable tool?

The answer? Most likely, never.

The key is balancing the two, and understanding that there are customers you need to reach in both arenas. Print, in many respects, is about the customers you have. Digital, on the other hand, is about reaching potential new ones.

A perfect example is the sale book, an instrument of marketing and advertising that has been used by Angus breeders for more than a century.

Even though interest continues to grow in digital marketing, the number of customers who've had Angus Media produce a printed sale book or brochure since 2009 has increased by 10%. That tells us print is growing in its viability for promoting registered-Angus cattle.

At the same time, these customers are also benefiting by converting their printed pieces into digital form, such as digital sale books, which are posted online at <http://angus.media> or [www.angus.org](http://www.angus.org) for the world to see.

Data gleaned from fall 2014 and 2015 point to significant increases in exposure for customers — and show just how great digital capabilities are influencing our industry.

For example, a total of nearly 180,000 users viewed sale books in 2015. These users visited the sale books more than a half million times.

In total, they viewed the equivalent of about 19.2 million printed pages, and spent about 6 minutes 30 seconds, on average, viewing a single sale book.

Comparing the fall seasons of 2014 and 2015 reveals even more compelling evidence of the increasing impact of digital media:

- Users were up by 33%, increasing by 15,000.
- Print-equivalent pageviews were up by 61%, increasing by more than 3 million.
- Plus, the number of times users accessed digital sale books through mobile devices jumped from 24% to 34%.

Mobile devices and tablets now account for nearly 50% of all digital sale book usage.

While these are big numbers, keep in mind that they are equivalent to about 25%-30% of the printed quantities of customer sale books produced last year. So, in this case, the reach of print continues to outpace digital.

However, diversifying into the digital realm with a traditionally printed piece no doubt helped our customers reduce their risk — and reach a wider and growing audience at the same time.

**EMAIL:** [egrant@angus.media](mailto:egrant@angus.media)

