



**PRINT IS**  
**A TEAM**  
**PLAYER**

# What you need to know

about how small businesses are integrating traditional and digital marketing methods to create effective marketing campaigns:

- **Combination Approach is Ideal:** 76% of small businesses state that their ideal marketing mix is a combination of print and digital communications.
- **Advertising and Direct Mail are Important Tools:** While 68% of small businesses use email most often, 60% rely most heavily on advertising, followed by social media (50%), and direct mail (44%).
- **Print is Getting Results:** Which channels do small business owners find most effective in terms of response rates, purchases and more? Advertising (43%), email (38%) and direct mail (36%).
- **QR Use is Growing:** Nearly 50% of small businesses are using Quick Response (QR) codes in their marketing mix: 45% on their business cards, and 44% on their direct mail advertising.

Source: Pitney Bowes Survey: 76 Percent of Small Businesses Believe Ideal Marketing Mix Includes both Physical and Digital Communications, May 20, 2011.

Printed on Tango Blanks C1s 18 pt which carries two chain-of-custody certifications and is manufactured in North America.

[Learn more at ChoosePrint.org/Team](http://ChoosePrint.org/Team)

## Print Is a Team Player

*Watch the video:* Scan the QR code with your smartphone. You may need to get a QR code reader from the app store.

*No smartphone?* View the video at <http://bit.ly/CPTeamPlayer>



5800 S. Eastern Avenue, Suite 400  
Commerce, CA 90040-4021