Is it time to rethink print?

Over the past decade, many companies have turned from print to online marketing, and for a variety of reasons. It can be less expensive, it may seem to easier, it has a potential to reach a larger audience. But ultimately is online marketing really better than print?

An article in the recent November 2013 issue of Scientific American magazine clearly supports what we already know: most people understand and remember text better when read on paper rather than a screen. Many researchers have found that reading something on an electronic screen can deaden understanding because it is mentally and physically harder than reading something on a piece of paper. Prolonged reading on an electronic illuminated screen has been known to cause headaches, blurred vision and eyestrain. So why not use a method of marketing that people understand and remember and have much less trouble reading.

With all the social media, online marketing and smart phone applications that have taken over our marketing during the last decade, people are turning towards something different. They don't want to get lost in the online marketing that no one seems to pay attention to and are easily distracted from. They want something different and something new. Well not quite "new," but more like reborn: print. The printing channel of marketing is being reintroduced to the younger generations that may not have seen as much of it in the past. It is making it's comeback. Print is thought of to be a more prestigious way of marketing. It is more credible than an online piece of work or advertisement. If someone has spent the money having it printed and mailed, it must be of more importance than someone who has just placed it online.

More often these days families are constantly looking for ways to get away from their computers, their smart phones, and other electronic devices, and just be able to relax. A lot of these families will pick up a printed book, a printed magazine, or a printed newsletter and just unwind in the words on the page

without having to worry if they will be interrupted by an email that disrupts their concentration or an advertising pop up that blocks what they are trying to read. People savor the moment that just for maybe a few minutes or hours they can be unavailable to the outside world. To reach these people it may be time once again to count on print to make an impact.

Blame the Bots

According to recent reports, sophisticated bots are being used to scam companies out of millions of dollars. What are bots? They are computer-generated visitors sent out to interact with websites in order to make it look like a site is getting hit by many different viewers. Using this system is how some scammers profit, through selling internet ad space and/or marketing services. They make it appear that a website is getting hit by tons of new viewers when in fact the clicks are coming from fake computer generated "bots" that they control.

Bots are designed to fool companies into paying for the falsified increase in web traffic. Large companies pay to advertise on these sites due to the apparent overwhelming amount of views. These sites take advantage of the advertisers who are just looking to be seen by their target market. Unfortunately they aren't receiving any actual draw to their own web pages due to the fact that the ad views they are paying for are mostly fake. Most of these phony sites collect their income through a middleman in order to not be caught.

Experts say that thousands of these websites exist across the internet. The bogus web views are being pushed by armies of bots that are launched from virus infected personal computers. The scammers control these hijacked computers from unknown locations all over the world. Some of the more refined bots are able to click around on sites just like a normal person, pausing to read ads or watch videos, and some even putting items into a shopping cart. These bots are harder to catch.

An FBI operation has been cracking down on these bots and recently found an operation labeled "Ghost Click" which resulted in two men pleading guilty in federal court to their roles in a bot ad-fraud strategy. The fraud case involved four million hijacked computers in 100 different countries.

In some cases legitimate websites are unknowingly being taken over by the bots when they hire companies to help them boost the traffic being drawn to their sites. These companies use methods such as paid keyword-search advertising to make money and allow bots to do the searching.

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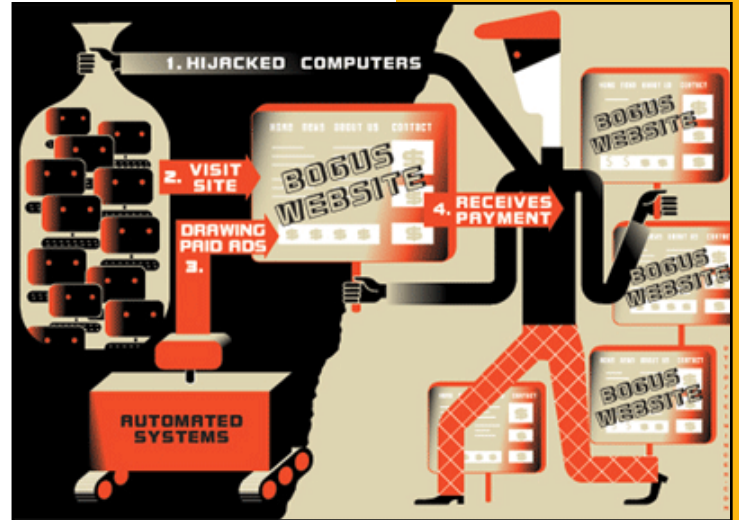
They are at it again!

Once again the Cancer Kickers are raising money to help cure cancer. Auburn's Relay for Life Team, the Cancer Kickers, hosted their first big fundraiser of the year in the parking lot of Api-Marketing. Teaming up with Secure Record Management they helped people shred their unwanted documents and raise money to find a cure. This is the Cancer Kickers second year for this fundraiser and although the weather was slightly less than beautiful the Cancer Kickers were able to pull out some pretty big donations.

Jackie Weston, Api-Marketing's Emerging Services Manager and the Cancer Kicker's team captain said, "Although the turnout wasn't the high numbers like we received last year, people were making larger donations for smaller amount of shredding." Many of the local Airport Industrial Businesses brought over either a couple handfuls of shred or nothing at all and gave the team anywhere from $20 - $100 to benefit the cause. "We didn't make quite what we did last year, but when it comes to helping fund to find a cure every penny counts."

Cancer Kickers will be participating in many different fundraisers over the next six months; to see what they are up to next check out their Facebook Page, www.facebook.com/CancerKickersTeam and to find out more about Relay for Life and all the good that they do take a peek at their website, www.relayforlife.org.