



The Question- are printed materials still needed in 2025?

The Answer- absolutely, YES!

The truth is that AI is moving forward so quickly in making your digital presence engaging, convenient and accessible. But we're losing a faith in brand transparency, a trust in company reliability. Continuously using AI does create a risk of your brand being associated with Click Bait, as well as a risk of becoming cliché, overused, and generally unappealing.

Printed materials can make excellent use of AI technology, but remain at their core a trusted source of information as they must be consciously assembled. Also studies show that we continue to retain more memory of something read from a printed material rather than a digital screen.

Here are some tips to keep your printed materials fresh in 2025:

1. Assess your current materials.

Growth is a need of any business. Start by gathering all your current printed materials and take a critical look at them. Do they still represent your brand accurately? Are there any outdated logos? Any information that isn't accurate? Has your business offered new services, expanded, and/or offered new products? Does your current printed materials still represent everything your business is today vs when they were printed? Identify what needs updating, and prioritize materials based on their importance to customer interactions.

2. Revamp your branding elements.

January and February tend to be slower months for most industries, and presents the opportunity to take on a keen examination of your brand representations. Do you still love your brand colors? Has your branding been able to maintain itself through digital integrations? 2025 trends are leaning toward minimalist, bold designs with clean lines and vibrant, dynamic colors that make an impactful impression. But more importantly- do you still feel excited and proud whenever you see that branding?

3. Update key content and messaging.

There's more than imaging- it's important to take time to review your written content. Has your "voice" (tone, verbiage, style, etc.) changed from last print? Has your audience changed, aged up, and/or been redirected with new products/services? Is your tone



and messaging still in step with each other across all your channels? The New Year is an excellent time to revisit, revitalize, and refresh your brand. It also creates a micro pocket of a marketing campaign in preparing your current customers for changes to come.

4. Incorporate Digital Integration.

2025 will continue to see trends merging physical and digital components in marketing. QR codes, social media icons & handles continue to be a necessary dynamic even on printed materials. While QR codes do remain controversial in their effectiveness across audiences, they do offer additional benefits such as tracking capabilities on your printed materials. Websites continue to be an effective force in offering consumers a direct line of inquiry, information gathering, and moving consumers through the sales funnel.

5. Refresh your Business Cards for Networking opportunities.

Your business card is still your first impression of your brand. Making sure it is well designed, informative, and effective is important. However, not every element is required to be on it for every scenario. Having networking specific cards which offer lines out to your other information sources has been trending trade shows since 2023. Also cards which offer some element of encouraging curiosity (oftentimes this means less information, more ice breaking elements) and conversation starter pieces have been proven more effective in networking opportunities than the generic hand all.

6. Personalize your Printed Materials.

It's a well accepted fact that generic, all usage materials are a long gone thing of the past. Any recruiter will tell an employment seeker to make their resumes and CSV specific to the position they are applying for. That 30 second elevator sales pitch hasn't changed in over a century. Why wouldn't your marketing materials work the same way? Employers are not so different from consumers- they will naturally lean toward what stands out. As digital media offers even more opportunity for consumers to interact with each other- and no longer require a common element- it's more urgent than ever for your materials to be relevant to each task they are designed to achieve.

7. Make a plan for your goals.

Marketing can benefit from spur of the moment captures, especially digitally. However, your printed materials should be an investment in maximizing specific goals. Mapping out your campaigns, networking opportunities, and business goals are a beneficial method to clearly consider which materials will be needed for each, as well as



considering budgeting for each. Having a strategy in place will also ensure that you're not left with last minute needs which risk failing to be completed on time, as well as making your time more efficient in general.

8. Make sure your Landing Pages are up to date.

Websites remain the best resource at your disposal for consumer active information. From business hours, to newest services/products, to prices- all available now to consumers at a glance. Your website traffic will also play a major part in SEO, as every update counts toward your overall digital score. That digital score affects how easily discoverable your business is. It's also your greatest source for tracking traffic, finding out who is accessing from where, as well as your audience. Having that website on your printed materials will make your business more appealing than those who are using only a social media platform as a landing page. Social media platforms often require someone to have an existing account in order to access it, which can limit your audience gain, as well as limit your exposure pending your chosen platform. Most often, the social media platform is used- and recognized!- as a budget saving method.

9. Brand Cohesion.

This refers to making sure your branding remains consistent across all channels. 2025 trends continue to mark the importance of brand cohesion across all forms of marketing, from the printed to the digital. A common faux pas is for new businesses to create a logo which may look stunning when printed, but doesn't translate well to digital, and/or vice versa. Renewing a brand to be representative equally is a great investment and goal going into 2025.

Printed Materials continue to offer a tangible experience and interaction with your business that can't be matched. It continues to lead the way in brand loyalty, as well as offering a meaningful interaction with consumers overburdened with digital influx. While much of your audience may engage more directly with digital, print materials still offer that all important opportunity- the chance to choose.