

Combine personal selling and print advertising for greater ROI



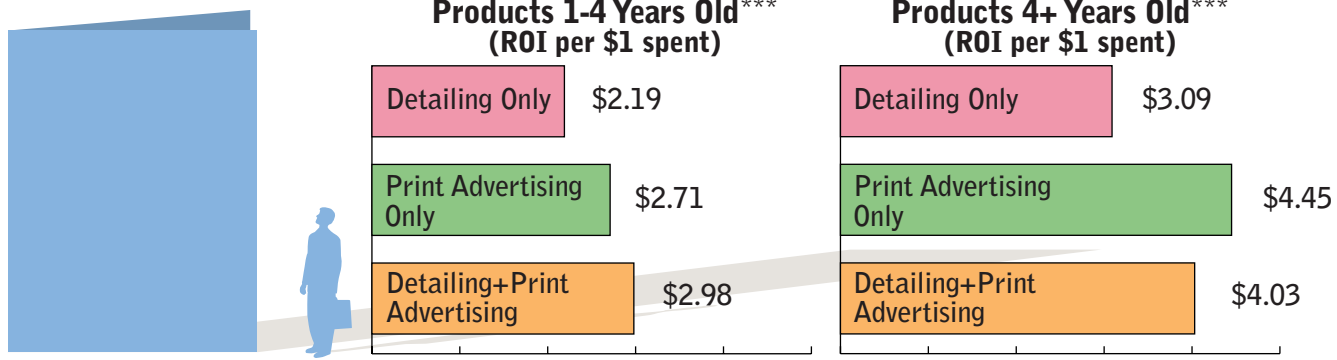
Which marketing investment yields the greatest return: print advertising or face-to-face sales calls? The answer is, both. A recent survey of pharmaceutical marketers reveals that the right combination of personal selling and print advertising can produce a greater return on an investment (ROI)—especially for new products—than either can produce individually.¹

About the study

The pharmaceutical industry study, conducted by PERQ/HCI Research of Princeton, New Jersey, looked at two classes of products: those on the market for between one and four years, and those on the market for more than four years. Annualized average ROI was calculated based on annualized average spending per product and annualized average sales increases.

Results show that while sales increases were much greater for products that were marketed via personal selling only, ROI was actually lower than for products marketed via print advertising alone. The combination of personal selling and print produced high ROI, along with higher average sales than were achieved using either tactic exclusively.¹

Print advertising, personal selling, & ROI¹



***Annualized average ROI

Source: PERQ/HCI

Executive Summary

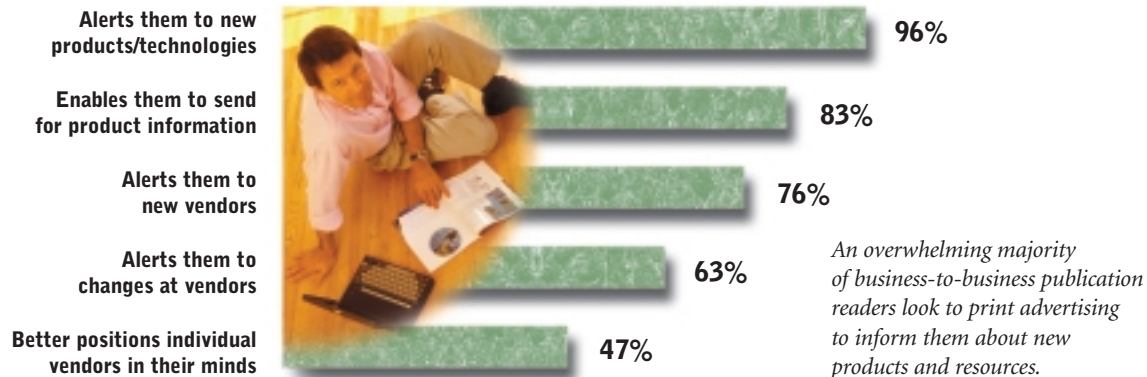
- A recent study of pharmaceutical marketers shows the power of a dual approach to marketing that increases ROI by taking advantage of the strengths of both personal selling and print advertising.¹
- While personal selling alone can lead to greater sales increases than print advertising alone, the most favorable combination of increased sales and ROI can be achieved by combining personal selling and print advertising.¹
- Print advertising offers advantages in comparatively low cost per exposure, pass-along readership, and the ability to familiarize prospects with a product or service prior to the sale.
- One-to-one selling complements, reinforces, and expands upon print advertising, giving prospects the opportunity to get in-depth information and establish a personal relationship.

Why print and personal selling work well together

The most effective marketing programs take advantage of the natural synergy between personal selling and advertising by using each for the strengths it offers. Compelling advertising is an effective way to introduce a product, service, or concept and start to build interest prior to the first sales call. Cost per exposure with print advertising is far lower than for personal selling. Print also has the advantage of pass-along readership, which can be up to three times the number of paid subscribers.²

Personal selling then offers prospective customers the opportunity to ask questions and learn more about how the product or service can meet their needs. Print advertising does not replace personal selling, but can help mitigate some of the high cost of sales calls and could even help minimize the number of calls needed to close a sale.³

Why readers value trade magazine advertising²



¹Brichacek, Andra. *Alive & Well*. Pharmaceutical Executive, October 2000.

²Cahners Publishing Research, *Why Readers Value Trade Advertising*. March 2001.

³Cahners Publishing Research, *How Many Personal Sales Calls Does It Take To Close A Sale?* January 2001.

