



goodway group
of massachusetts, inc.

Inventive Solutions for On-Demand Communications

THE
**GOODWAY
PROFIT**

Marketing In Motion

**How Direct Mail Drives
More Consumer Action**

**Customer Experience:
The Hottest Topic in Marketing**

**Are Your Marketing Colors
Drawing Customers in or
Driving Them Away?**

Plus:

- Brand Recall Surges When Direct Mail Follows Email
- Consumers that Respond to Direct Mail, Do it Quickly!
- The Majority of Consumers Favor Retailers that Recognize Them by Name



Customer Experience

*The subject we can't
get enough of*



Which marketing opportunity is generating the most excitement among brands these days? Is it content marketing? Mobile marketing? Print or digital personalization? If you ask Econsultancy, it's none of these. In fact, the research firm found that the number one thing marketers see as their most exciting opportunity is customer experience.

Customer experience has been defined as your customers' perceptions of how you treat them and is influenced by everything from the types of marketing your company engages in, to your willingness to honor their channel preferences, to how their online orders are handled, to how they are treated by salespeople inside the store.

Because customer experience has such a profound impact on so many areas of profitability (i.e., customer loyalty and engagement), it is a subject marketers can't seem to get enough of. Recently, SuperOffice created an infographic ("32 Customer Experience Statistics You Need to Know for 2017"), which compiles a wide variety of data on this fascinating subject. Here is a sampling that shows why, if you aren't already paying attention to customer experience, you should be.

By 2020, customer experience will overtake price and product as the key brand differentiator. *Source: Walker*

62% of companies view customer experience delivered by their contact centers as a competitive differentiator. *Source: Deloitte*

89% of businesses are soon expected to compete mainly on customer experience. *Source: Gartner*

If customers are not satisfied, 13% of them will tell 15 or more people. *Source: Esteban Kolsky*

67% of consumers mention poor customer experience as a reason for churn. However, only one out of 26 will tell you why they left. *Source: Esteban Kolsky*

By 2018, more than 50% of organizations will redirect their investments to customer experience innovations. *Source: Gartner*

Companies with strong omnichannel customer engagement strategies retain an average of 89% of their customers, while only 33% of companies with weak omnichannel strategies do. *Source: Aberdeen Group*

87% of customers think brands need to put more effort into providing a consistent customer experience. *Source: Accenture*

52% of customers are less likely to engage with a company if they have a bad mobile experience. *Source: WOW Local Marketing*

55% of customers say a frustrating experience on a company's website hurts their opinion of the brand overall. *Source: WOW Local Marketing*

These data were compiled by SuperOffice, which offers CRM software for small to medium sized businesses. www.superoffice.com/blog/customer-experience-statistics/



TOP REASONS TO IMPROVE CUSTOMER EXPERIENCE

42% Improve Customer Retention

33% Improve Customer Satisfaction

32% Increase Cross-Selling and Up-Selling

Source: Genesys

Photo Illustration © iStockphoto.com/Romolo Lavani (classroom still life), alex_skp (chalk faces)

Get the Ball Rolling

How direct mail drives more consumer action

It's settled. Direct mail is a stronger trigger for consumer action than digital channels. This is the finding of a new report, "Connecting for Action," released by Ipsos and Canada Post. According to the report, direct mail wins on triggering customer action—hands down.

Ipsos, one of the world's largest global research companies, was asked to examine the role played by direct mail and digital channels in optimizing consumer attention, emotional engagement, and brand recall. The study used a sophisticated palette of neuroscientific research tools, including EEGs and eye tracking, to look at direct mail, email, display, and pre-roll video.

The results were unequivocal. Consumers spent an average of 37 seconds scanning direct mail—118% longer than digital advertising. In addition, 66% of participants were able to recall having seen the piece one day later, and 57% were able to recall the specific offer. Overall, brand recall was 29% higher for direct mail than digital advertising.

But this isn't all. Ipsos found that direct mail amplifies the message of digital channels, too. For example, when compared to single media digital campaigns:

- Direct mail + digital campaigns elicit 39% more attention.
- Direct mail + digital campaigns trigger 5% more emotional intensity.
- Direct mail + digital campaigns elicit 10% higher brand recall.

Media sequencing matters, too. Ipsos found that direct mail's impact on consumer engagement campaigns may be strongest when it follows digital advertising.

What about other media channels? Ipsos found that each has an important role to play, and marketers need to understand them. For example, when opened, email enforces key marketing messages and encodes them into memory. (Offer recall for email is 39% higher than for display and 27% higher than for pre-roll.) Pre-roll provides an exciting media experience that promotes brand engagement. It attracted the greatest share of attention towards brand logos and outperformed display for brand recall by 54%.

The conclusion? "Each media channel is like an instrument in a symphony," notes Elissa Moses, CEO Ipsos Neuro and Behavioral Science Center of Excellence, "each with its own unique impact profile and role to play."

Having trouble keeping your channels in tune? Let us help!





Direct Mail

Email

Brand Recall

Sales

ROI

Chain Reaction

40% bump in brand recall is achieved when direct mail follows email in a multichannel campaign.

Source: Ipsos

© iStockphoto.com/AlexLMX

Time Is Money

79% of the people who respond to direct mail, do so immediately.

Source: Direct Marketing Association

© iStockphoto.com/LdF



The Psychology

*Are your colors pulling your customers in?
(Or driving them away?)*

When your target audience first sets eyes on a direct mailer or piece of marketing collateral, what creates the first impression? Is it the headline? Call to action? Offer? Experts say it's none of these things. It's the colors you use.

The priority of color is not unique to marketing materials. According to research conducted by the CCI Color Institute for Color Research and the University of Winnipeg, 62%–90% of our opinions about products, brands, and even our clothing, are based on color.

Despite the amount of time psychologists spend studying the impact of color on our moods, shopping behavior, and response to environmental stimuli (like

marketing materials), there is limited consensus on what different colors mean to different people. However, this doesn't mean that certain conventions don't hold true. Here are what certain colors generally connote in the United States:



But these are conventions. Not every consumer will respond to color the same way, and colors can be perceived differently in different vertical markets.

Color will also be perceived differently in different cultures. For example, in India, red can represent power, purity, and fertility. In South Africa, it is associated with violence and mourning. In the United States, yellow is associated with youth and fun. In France, it signifies jealousy, betrayal, and weakness. In Japan, it represents bravery, wealth, and refinement.



of Color

How can you be sure that the colors you use are sending the right messages?

1. Understand the underlying message you want to portray. Is it financial security? Adventure and freedom? Enhancement of self-image?

2. Know your target market. Understand not only the demographic make-up of your audience, but the cultural and ethnic one, as well. Know the role the culture can play in each segment's interpretation of color.

3. Get feedback. Especially if you're doing a major roll-out, such as a new logo or new template for direct

mail or marketing collateral, conduct focus groups. Ask about perception of all elements of the campaign, including the colors you use.

If you are unsure about how certain colors may be perceived or which may be most effective for different customer groups, test them. Experiment with different colors and see what happens. Pay attention to the sub-trends that may only show up in sub-demographics, such as ethnicity, gender, and geographic location. Color is a powerful tool in attracting and engaging audiences, but one size may not fit all.

Welcome to the latest issue of *The Goodway Profit*. This newsletter is designed to provide you with information that will keep your 1:1 print campaigns cutting-edge and profitable.

Learn about the power of color! Create colorful marketing pieces that draw your target audience.



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About This Issue

PAPER

80# Endurance Gloss Text

EQUIPMENT

Xerox Igen 4

DESIGN PROGRAMS

InDesign CC 2017

Adobe Illustrator CC 2017

Adobe Photoshop CC 2017

FONT FAMILIES

Chaparral Pro

Gill Sans Std

TFForever Two

© iStockphoto.com/FlamingPumpkin (marbles); Peshkova (coffee)

What's in a Name?

56% of consumers are more likely to buy from a retailer that recognizes them by name.



Source: Accenture