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Inventive Solutions for On-Demand Communications

THE
**GOODWAY
PROFIT**

4 Surefire Ways To

Reach Your Target Audience

**Achieve Marketing Success
Through Project Management**

**Make a Great First Impression
With the Top Design Trends**

Plus:

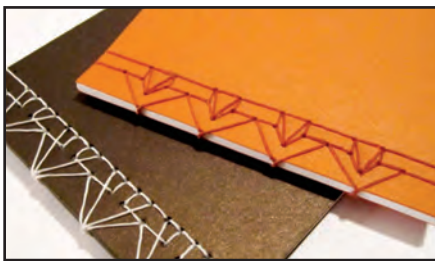
- **Mobile Marketing Helps to Convert Consumers**
- **Social Media Greatly Influences Consumer Purchases**
- **Digital Video Ad Spend Projected to Steadily Increase**

Above & Beyond CMYK



Make an impact with the top 5 design trends of 2017

No one knows design trends like graphic designers, and no one knows how paper plays into those trends like Sabine Lenz, founder of PaperSpecs, an online resource for designers. Lenz recently released her top five design trends as they relate to print. These trends bring high-end design features into the grasp of even smaller budgets and shorter runs.



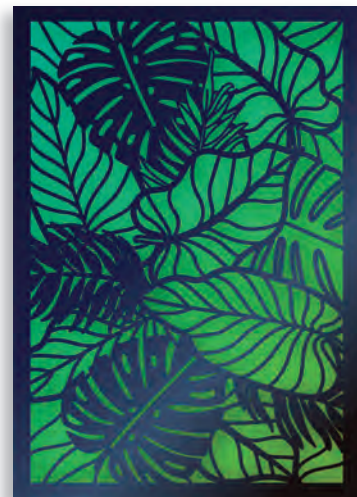
1. Artisan sewing

For decades, hand sewing and hand binding techniques have been used to reflect high-end craftsmanship. These techniques are trending strongly now, and automation has made them cost-effective even for longer print runs. Examples include Smythe binding and Singer sewing, in which sheets are

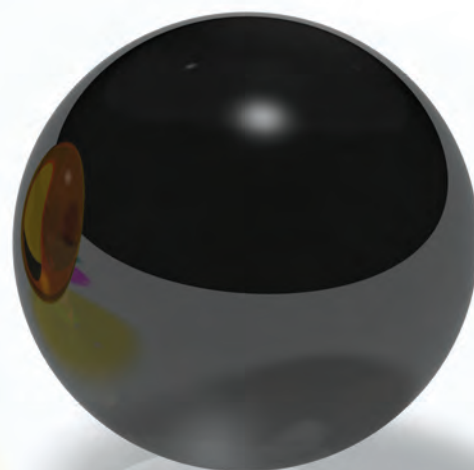
collated into text blocks and bound together at the spine. These blocks look super cool, and designers are starting to leave the blocks unbound (called “deconstructed covers”) so the thread remains exposed. This look is furthered by using thread in cool and trendy—even corporate—colors.

2. Laser cutting

Laser cutting creates sharp, graphic text and shapes that allow light to show through the substrate or, if the substrate has multiple layers, to reveal the color, texture, or other characteristics beneath. Once a boutique process, laser cutting has



now been automated. As a result, costs are down and the process has entered the mainstream.



© iStockphoto.com/bellabrend



*Love these ideas? We do, too!
We would love to help you add
them to your next project.*

3. Foil

Foil stamping has been trending for a while, but it's evolving. Because foil is opaque, it can be used on white or dark paper, and the sheen will never falter. Foil stamping can hold super tight type and lines. Business cards are increasingly combining foil stamping with embossing for a really stand-out look.



4. Foil substrates

Foil substrates are often called the "kissing cousins" of foil stamping. You start with a base silver foil that has been prepped with acrylic top coating to increase its printability. The sheet is then run through a digital or offset press to create any of thousands of metallic colors. Some foils are fully overprintable, allowing you to print text, graphics, and other designs over top of them.

5. Making it personal

We're not just talking about personalizing text and images on direct mail. "Personal" means

creating individual products, whether it's tissue paper or gift bags, for each person. This idea has been floated in the consumer market, but it's B2B applications, such as seminars, events, and trade shows, where designers are beginning to grasp the possibilities.



© iStockphoto.com/Yoritime (laser cut); LVV (bag); Kluge (foil samples)

Crushing It!

Knock your marketing program out of the park with 6 project management tips

We all want to crush that direct mail program or knock that multichannel marketing program out of the park. But this takes more than a great concept. It takes the ability to pull together the people, resources, and scheduling to make it happen. In other words, it takes good project management. Whether you are working with direct mail, marketing collateral, email, or mobile, let's look at six simple steps to help you get from concept to completion on time and within budget.

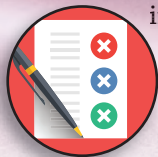


1. Create an intake process that works.

Designate a central location for job requests. This could be as simple as funneling all requests through a single email address (e.g., requests@emailaddress.com), using a shared folder on your company server, or tapping the capabilities of work/project management software. Whatever you choose, having a centralized funnel allows you to track, manage, and prioritize your tasks most efficiently.

2. Use request forms.

Create a standardized form used for all requests. (That means all!) Make sure the form is thorough and includes all of the details of the job. This includes the deadline. Require people to be specific. For example, instead of, "I need it next week," they should say, "I need it by 5 p.m. next Friday."



3. Understand your workflow.

Map out all of the steps required to complete the job. This will be different for each channel, so think about all the people involved at each stage. Designers don't use the same tools or skill sets as production, and you won't send the same copy instructions for direct mail as you will for email or wide-format. Map out workflows for each department that reflect their needs and processes.





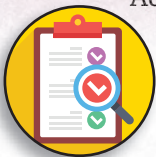
4. Stick to the schedule.

Estimate dates and key milestones upfront. When is the start date? When is the final text due? How many versions will there be? How many days are allotted to approve each one?



5. Crush the review and approval process.

According to a study by Workfront, more than one-third of marketers say slow



approvals delay work twice a week or more. That's up to 100 delayed projects for a team delivering on 1,000 projects or more each year. Assign a decision maker on each team to speed the process.

6. Build in assessments and reviews, both for ROI and scheduling.

The more you review and refine, the more you will know what's working and what's not.



Project management takes planning, but it's well worth the effort. Smart planning on the front end will yield huge payoffs at the back end.

Adapted from "Marketing Project Management 101: Six Project Management Skills Every Marketer Needs to Know," Target Marketing/Workfront webinar, June 2017.

Target Practice

Reach your marketing goals by understanding your audience better



As you develop a targeting strategy for your next direct mail or email campaign, what data do you turn to? Name personalization? Personalization by gender, age, or geographic region? This is basic demographic targeting, and it is highly effective. However, there are other ways to think about your customers, as well. Let's look at four different ways to understand your audience.



1. Demographic data

This includes age, gender, ethnicity, and household income, but it also includes things like home equity, home value, and modeled credit. With demographic data, you can increase the relevance of your mailings, whether print or digital, based on general information.

2. Lifestyle data

These are data that pool target audiences based on common interest, such as fitness and wellness, green living, or pet ownership. Two people who look very different demographically may both love dogs or amateur photography. You can, however, use demographic data to refine lifestyle data. Retirees are more likely to own different breeds of dogs than twenty-somethings, for example, and retirees who are photography lovers may purchase different types of equipment or respond to different styles of messaging than younger buyers.

3. Life stages data

Whether we are young or old, rich or poor, male or female, we face common life stages. New parents deal with diapers, and recent college graduates need to furnish apartments. But while life stage data tap into windows of great opportunity, these windows tend to be short. For example, studies show that 38% of new movers buy flooring shortly after their move, but once that purchase is made, the window closes. Likewise, people on the verge of retirement may be thinking about a variety of life changes, but once they actually retire, most of the purchases associated with those changes will have been made and the opportunity will be gone.

4. Transactional data

We can infer a lot about someone based on what they buy. If they purchase a new pool, for example, they'll likely be in the market for pool accessories, too. If they buy home improvement supplies, they might be in the market for new appliances. Transactional data also include channel preference, such as whether consumers tend to buy online or offline, through direct mail or email, and which days, months, or seasons they make their highest volume of purchases. These data help you understand not just what types of messaging to use with which customers but also which channels to use and when.

Want to learn more about any of these data types? Let us help!

Video Ads on the Rise

U.S. digital video ad spending is forecast to rise from \$13 billion in 2017 to \$22 billion in 2021.



Source: eMarketer

Social Media Helps Drive Sales

75% of consumers are influenced in their purchases by social media.



Source: HubSpot

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

Learn how to target your audience for a successful campaign.



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Inventive Solutions for On-Demand Communications

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About This Issue

PAPER

80# Endurance Gloss Text

EQUIPMENT

Xerox iGen 4

DESIGN PROGRAMS

InDesign CS5

Adobe Illustrator CS5

Adobe Photoshop CS5

FONT FAMILIES

Chaparral Pro

Gabriola

Gill Sans Std

Myriad Pro

TFForever Two

© iStockphoto.com/papparaffie (background); scyther5 (mobile)



Mobile Makes a Difference

40% of consumers convert at a higher rate when mobile is part of their multichannel shopping journey.

Source: HubSpot