



**goodway group**  
of massachusetts, inc.

Inventive Solutions for On-Demand Communications

THE  
**GOODWAY  
PROFIT**

# Coupon Use Is Climbing

**5 Reasons to Add  
Mobile Coupons to  
Your Print Marketing**

**Lasting Impression:  
3 Print Pieces  
You Must Leave Behind**

**Print Planning Success  
In 5 Easy Steps**

**PLUS:**

- Consumers Favor Companies That Offer Personalized Experiences
- Billions of Coupons to Be Redeemed by QR Code in 2018
- \$165 Billion: The Size of the U.S. Print Industry!



# COUPONS TAKE OFF

## *5 reasons to add mobile coupons to your print marketing*

Consumers love a deal—and they love coupons. Printed coupons are powerful tools for driving people to brick-and-mortar stores, and as retailers expand their ability to scan and redeem mobile coupons, adding a mobile option just makes sense. QR Codes are a perfect way to add mobile coupons to everything from direct mail to in-store signage and outdoor displays. Here are five reasons you should give mobile couponing a try.



### **1. Mobile couponing is skyrocketing.**

Mobile and online coupon redemption values are skyrocketing. According to “Coupons: 3 New Technologies Set to Energise Loyalty” (Juniper Research), QR Codes are growing as part of this trend. Juniper forecasts 1.7 billion coupons to be redeemed via QR Codes in 2018, rising to 5.3 billion by 2022.



### **2. QR Codes are inexpensive and easy.**

You can create QR Codes with a few clicks using a free online QR Code generator, or if you want more sophisticated tracking and design options, you can use a professional-level tool. Once you have created your codes, simply add them to your print materials by inserting them like any other image.



### **3. QR Codes facilitate tracking.**

Because QR Codes take customers online, you can easily track the effectiveness of your offers by seeing who is accessing your coupons and how many times. If you use a professional version, you can track actual redemptions, set redemption levels, and offer additional features like social media sharing.



#### 4. QR Codes provide greater exposure.

Because QR Codes can be added to everything from direct mail to in-store displays and bus stop posters, this multiplies your opportunity to get your offer seen. Coupons are not limited to channels that require delivery of a physical piece of paper.



#### 5. Apple's iOS 11 natively supports QR Codes.

One of the early drawbacks to QR Codes was that iPhone and iPad users had to download a QR Code reader in order to scan them. With Apple now allowing customers to read QR Codes natively (directly from their cameras without requiring a special reader), mobile couponing becomes that much easier.

*Want to jump into mobile couponing using QR Codes? It's easier than you might think!*





# PARTING GIFTS

*Make a lasting impression with what you leave behind*

You've scheduled a critical sales meeting. Now it's time to pack up and make a great impression. What three things do you want to be sure to bring with you . . . and then leave behind?

## SALES BROCHURES

Brochures are key leave-behinds because they continue to tell your story long after the meeting is over. Of course, your competitors are trying to win your prospect's business too, so not just any brochure will do. Here are three ways you can stand out:

- **Eye-popping graphics, intriguing finishes, and luxurious coatings.** Ensure that your brochure looks substantially different from everyone else's.

- **High-quality paper.** People tend to associate heavier stocks with higher quality products and services. Try a nice 100# stock for your brochure rather than the standard 80# stock.

- **Customize specifically for that client.** Take advantage of our digital presses to craft something that speaks specifically to your prospect's market vertical and individual needs. Nothing says, "Your company matters!" more than a brochure created specifically for that prospect, for that meeting, on that day.





### PRINTED CASE STUDIES

Studies on human psychology show that people are influenced by peer behavior. If you can show that your product is being used successfully by your prospect's competitors, this has a highly motivating effect. This is particularly true if your product is new and innovative. Case studies reduce anxiety and allow purchasers to try new things while feeling secure that they aren't embarking on something risky or untested.

### SAMPLES, IF AVAILABLE

Bringing samples that you can leave behind is particularly important because it extends value to the prospect and helps to build trust. It also gives prospects something to share with others. Even if they don't need someone else's approval to make the purchase, it's a great continuation of your sales message to others in the company who might also need your product.



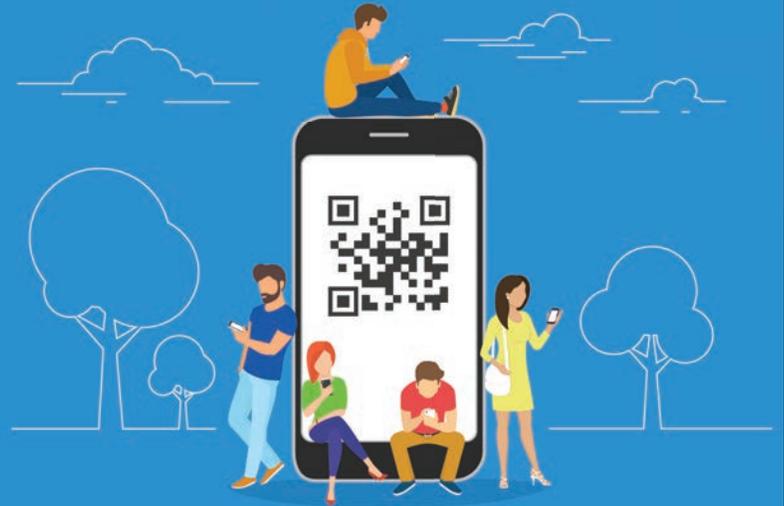
*High quality leave-behinds help to continue to tell your story long after you leave the building. What message are you leaving?*

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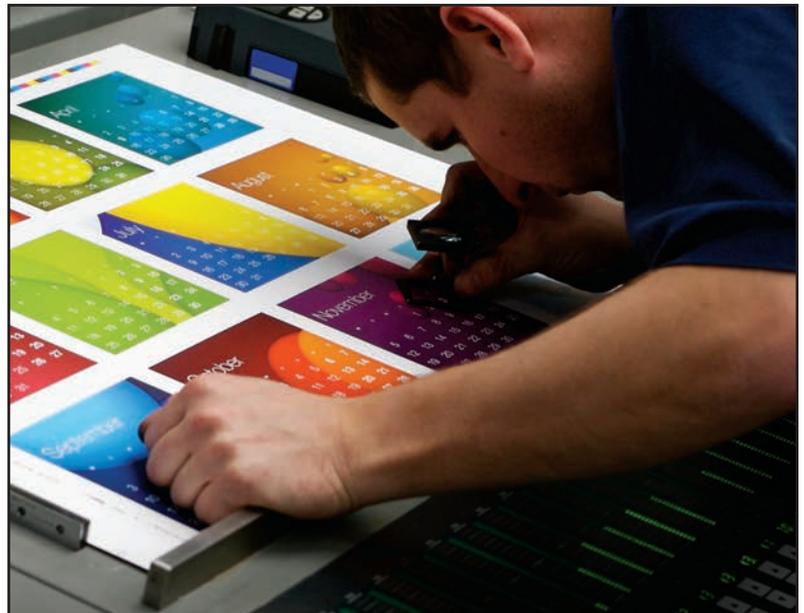
## A QR Code Comeback

**1.7 billion** coupons are forecast to be redeemed via QR Codes in 2018.

Source: Juniper Research



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## Print Is Alive and Well!

The U.S. print industry is a **\$165 billion** industry.

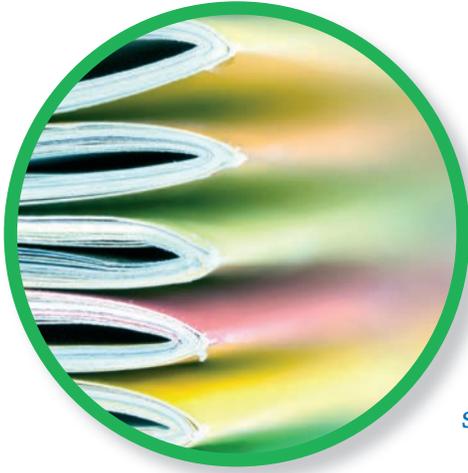
Source: Printing Industries of America "State of the Industry 2018"

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# Print Planning In 5 Easy Steps





Whether you're getting ready to print your first set of business cards or developing your 100th direct mail campaign, there are five steps to consider each time you're planning a print project. Here is a handy checklist to ensure that everything runs smoothly and you get the best possible results.



### **CLEARLY ESTABLISH YOUR OBJECTIVE**

What do you intend the materials to do? You will make different decisions for creating a branding piece than you will for promoting a one-day sale. Design your piece around the end goal.

### **PICK YOUR FORMAT**

Different formats work best for different projects. If you are promoting a grand opening, a bright, oversized postcard might be the way to go. If you are selling more complex products, such as home heating systems or in-ground pools, you might choose a letter with a full-color brochure tucked inside. For other projects, a simple trifold mailer might work best. Test different formats and see which are the most effective for different marketing objectives.

### **SELECT YOUR STOCK**

Your marketing copy sends a message, but so does the paper on which you choose to print. Rich, earthy stocks are great matches for many nonprofits and environmental organizations. Slick glossy stocks convey a more corporate image. "Bluer" shades result in bright, eye-popping colors, while shades on the warmer side create a softer look. Heavier weight stocks convey gravitas, quality, and luxury.

### **WORK BACKWARDS**

If your piece will have folds or finishing, think about those elements first—before the piece is designed. If your piece will fold in half, for example, design the piece so that it folds with the grain, not against it. If you will have multiple flaps, double-check that you have the copy in the right spots so that when the piece unfolds, the recipient sees the right copy in the right order.

### **SET A REALISTIC TIMELINE**

Give yourself a realistic timeline for completion. Build in a buffer, if possible. Remember, Murphy's Law applies in printing, too! If you want a piece to land in people's hands on a Friday before a Saturday sale, remember to allow for time that includes both print production *and* postal processing and delivery.

Even your first print project can run as smoothly as a gloss-coated sheet if you plan properly. Give yourself plenty of time. Ask lots of questions. Let us help!

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.

**A successful campaign is within your reach. Plan your next print project in 5 easy steps.**



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**goodway group**

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

Gill Sans Std

Myriad Pro

TFForever Two

© iStockphoto.com/andipantz (background); Photitos2016 (envelopes)

## Personalizing Is a Plus!

**80%** of consumers are more likely to do business with a company that offers personalized experiences.



Source: "The power of me: The impact of personalization on marketing performance" (Epsilon 2017)