



**goodway group**  
of massachusetts, inc.  
Inventive Solutions for On-Demand Communications

**THE  
GOODWAY  
PROFIT**

# Keeping Pace With Millennials

**Create Relevant,  
Appealing Direct Mail  
For Millennials**

**5 Great Tips for Variable  
Data Printing**

**It's Easier than Ever  
To Keep Your Database  
Current**

- **Millennials Give Brands 2-3 Chances to Win Their Loyalty**
- **Millennials Enjoy Receiving Direct Mail**
- **Oversized Mail Is Getting Higher Response Rates**





# *Reaching Out to Millennials*

*How to create direct mail that  
appeals to millennials*



By 2020, Millennials are expected to comprise 30% of retail expenditures overall. This is a group you want to engage with! But the rules for creating direct mail that appeals to Millennials are different from those for other generations. According to “A Look at How Millennials Respond to Direct Mail” (United States Postal Service), here are a number of things that will help you win this audience.



*Find out what turns Millennials' heads, then make smarter marketing choices to win this audience over.*



**1. Incorporate multimedia (specifically digital).** Millennials love direct mail, but they are still a digital generation. **Add digital components** such as QR Codes, near field communications (NFC), and augmented reality (AR) that link your mailers to online video and interactive materials.



**2. Keep it bite-sized.** Millennials are distracted and always multitasking, so **keep it simple**. Use bullet points, graphics, and data points to help readers absorb key points quickly.



**3. Keep it real.** Millennials are distrustful of traditional advertising, so ditch the jargon. **Be straightforward and transparent**, and avoid the hard sell.



**4. Make it multi-sensory.** Use print enhancement techniques such as scent, sound, or texture to **engage readers' senses** on multiple levels.



**5. Make them feel good.** Millennials care about social justice and want to feel that they are **making a difference**. Campaigns that donate a percentage of profits to worthy causes or that “otherwise demonstrate corporate responsibility” can be highly effective. However, these efforts must be **sincere** and not come off as sales gimmicks.



**6. Avoid using slang.** It **can sound inauthentic** and turn your audience off.



**7. Focus on experience.** Millennials **crave experiences** over products, so think about your product in those terms. As an example, the USPS created a hypothetical direct mailer from a bicycle shop that read, “Want to make your commute to work happier? Try trading in your car for a bike.” Here, a bicycle is presented not simply as an inexpensive way to get to work, but as a path to freedom and a happier life.



When it comes to direct mail, Millennials are not your traditional audience. Speak to them in their language, with their priorities, and **they'll reward you** by opening their pocketbooks.



# Customers On the Move

*Keeping your database current is easier than ever*

**T**o create effective marketing pieces, whether print or digital, you must keep your database up to date. Consumers are constantly changing where they live, how to contact them, and different aspects of their life status. Fortunately, with today's postal software and database programs, keeping up is easier than ever. You just have to make the commitment to do it.

Here are some of the most important changes consumers make. Are you up to date? How can we help?

**11%**

move every year.

**17%**

change email addresses every six months.

**33%**

change their email address annually.

**4+**

**Million** get married every year.

**1.6**

**Million** get divorced every year.

**4.2**

**Years**  
Average number of years consumers are changing jobs.



Statistics compiled from: U.S. Census; Accenture; CDC; Bureau of Labor Statistics; National Center for Education Statistics; and the Social Security Administration

**17%**

of college students are now over the age of 35. Older members of the workforce are returning to school.

**10,000**

people retire every day.

## Third-Party Data for Ads

**47%** of North American advertisers plan to increase their use of third-party data for targeting in the next two years.

Source: Salesforce Research



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## Millennials Love Direct Mail

**87%** of Millennials enjoy receiving mail.

Source: United States Postal Service



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**5 Great Tips for Variable Data Printing**

# Make A Game Plan For Print





**L**ooking to personalize your mailings and be more strategic about targeting your customers and prospects but not sure how to get started? Setting up your first data-driven printing job can seem overwhelming, so here is a short list to demystify the process and give you confidence that yes, you can do this!

**1 Be smart, not complicated.** The more data you have on your customers the better, but having lots of data is not required for effective personalization. More important is having the right data and using it well. For example, a new movers list can be invaluable, especially for small businesses. People moving into the area will need everything from new pediatricians to new favorite restaurants and hangouts. Likewise, if you know someone is just graduating from college, they will likely be looking at buying a car, furnishing an apartment, and upgrading their wardrobe. You don't need lots of data. You just need the *right* data.

**2 Go long (and short).** When designing variable data layouts, remember to take into consideration the longest and shortest fields in your database. When personalizing by name, for example, your layout must accommodate "Bob Smith" as well as "Hubert Blaine Wolfeschlegelsteinhausen." Use rules-based design to enable flexibility.

**3 What's your default?** No matter how well you prepare your database, you will always have missing information. You'll have a first but not last name. You'll know most people's alma maters but not all of them. When one of your records is missing an element, you don't want to end up with "Dear First Name Here." Set your defaults (such as "Dear Valued Customer") to appear when a piece of data is missing.

**4 Keep it clean!** Keep your database clean and updated. Regularly run postal address updates, remove duplicates, and clean up inconsistencies in the fields (for example, some fields may use "Market St." while others use "Market Street." Use surveys and other tools to ensure that your data is up to date. Have recipients' addresses changed? Are they now married or single? Do they have children in the home? Continually invest in and maintain the accuracy of your data.

**5 Don't forget the imagery.** If you will be swapping out images based on demographic or other data, those images must be prepared, as well. They must be properly labeled and sized so that they will fit into the layout.

**Preparing variable data jobs doesn't have to be a mystery. A little planning can smooth the process and give you predictable results. You can do it—we can 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.

**Learn how to connect with Millennials. We can help you create relevant direct mail pieces.**



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## Go Big or Go Home!

We are pleased to announce the addition of an Océ Arizona UV Flatbed printer. Equipped with Award Winning VariaDot® imaging technology, the Arizona produces near-photographic image quality in sizes up to 48 x 96. We look forward to assisting with your next signage project!

