



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

THE
**GOODWAY
PROFIT**

Celebrating A Comeback!

5 Tips for Winning Back Lost Customers

Paper-based Marketing Helps Maintain Healthy Forests

Boost Traffic to Your Events with Personalized Maps

Plus:

- **Response Increases with Multi-channel Campaigns**
- **Customer Loss Decreases When Businesses Reach Out**
- **Urban Residents Shop Local for Routine Purchases**

A Customer Comeback

5 Tips for Winning Back Lost Customers



Despite your best efforts, a certain percentage of your customers will lapse. If you are on the ball, you can win them back.

Just like any marketing campaign, winning back lapsed customers requires a strategy. You will use different language, calls to action, and incentives than you will for prospecting or customer retention. The best approach is to design a campaign specifically for this audience.

Here are 5 tips for re-engaging lapsed customers:

1. Have a plan.

At what point do you consider a customer to be lapsed? This will vary based on your type of business. If you are a coffee shop where customers tend to come in every day or multiple times per week, you might consider them “lapsed” if they haven’t made a purchase after 30 days. If you are a retailer, however, it



might be three to six months before you can be sure they have disengaged.

2. Design specifically for this audience.

Typically, marketers will use language like, “We miss you!” or “It’s been a while!” But be creative. Other interesting lapsed customer messaging we’ve seen includes, “You + Us. We miss that.” Or, “Breaking up is hard to do.” Then there is the more direct approach: “We’re wondering. Do you still want to get offers from us?”





3. Remind them what they love.

Do you know what these customers have shopped for in the past? If so, personalize the mailer with images of products you know they've purchased before. Remind them what they love (and miss) about shopping with you.



4. Test your offers.



You will likely use deeper discounts or more powerful offers to re-engage lapsed

customers than you will active, happy ones. Test different offers and messaging to see which ones resonate most strongly with your audience.

5. Use direct mail, not email.

Email marketing can be powerful, but once someone has already lapsed, they aren't likely to open your emails anymore. Direct mail goes straight to their mailbox, where 77% of U.S. consumers sort their mail immediately. Direct mail tends to be



more effective in reaching lapsed customers than email.

When you are coming up with the messaging for the mail piece, remember that these are customers who already know your brand. They have shopped with you before. They already know and like you. So get your "win back" on. Sometimes, they just need a little nudge.

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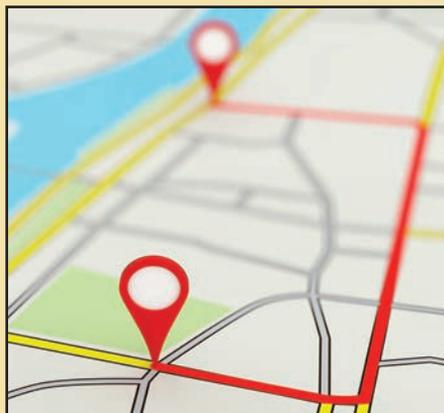
Market your events with personalized maps and bring the customers to your door

Boost Traffic

Personalized maps are just that—street maps showing someone how to get to your location or event. Using open source or proprietary street data, these maps are generated for each address in your database to show the route from the recipient's home or office directly to the location.

Do these maps work? Let's look at three examples.

AARP's Driver Safety (ADS) team had been experiencing declining audiences for its in-person courses. By showing drivers the way to their closest training location, AARP's Driver Safety team boosted attendance by 50% in the first year.



De Bradelei Stores, a group of shopping outlet malls in the United Kingdom, wanted to increase foot traffic and sales by targeting lapsed customers. It created direct mailers with the headline, "You are minutes from great

savings!" and included a personalized map from the recipient's home to the nearest outlet. In-store sales increased by more than 14% for the same period the previous year.

Partou, a provider of high-quality childcare, wanted to increase the number of children entrusted to its care. Using personalized maps to show the distance to the nearest Partou location and encouraging recipients to log into a personalized URL to answer questions and have a chance to win a prize, it achieved an ROI of 2,200% based on new enrollments and an average childcare service length of four years.

Although the technology behind personalized mapping is complex, from a design perspective, it isn't much



Whether your event is a one-day sale or a week-long seminar, one of the best ways to boost traffic is to use personalized maps. By showing people where the venue is located and how easy it is to get to, you are making it easier for your audience to say “yes.”

different from any other variable in a personalization campaign. You create a unique ID for each person on your list, then, in your layout, treat the maps as you would any other VDP image.

Personalized maps can be generated anywhere from 300–1200 dpi. If you choose the option of reducing the contrast between background colors, when the recipient sees the mailer, the route really jumps out. It is the first thing they see.

Personalized maps have proven results. What kind of results could they produce for you?

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Maxiphoto (traffic); hkeita (Map)

Shopping Local

92% of urban residents travel less than 15 minutes for routine purchases.

Source: www.cspdailynews.com



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Multiple Opportunities

37% increase in response when using a multi-channel campaign compared to a single-channel campaign.

Source: www.optimize.com

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Paper Promotes Healthy Forests

Paper-based marketing helps maintain healthy forests

Don't try to pull a fast one on today's consumers. They are more educated than ever. This includes greenwashing. Despite the many claims that digital is greener than paper-based communications, consumers are becoming increasingly aware that this isn't true. Both paper and digital communications have environmental footprints. They are just different. But what many people don't realize is that paper has something digital doesn't have—a positive impact on the environment. It actually improves the life and health of forests. Here we offer three facts about paper and forests that many people don't know.

1. Paper protects forests and encourages their growth.

Did you know that 60% of the forests in the United States are privately owned? Or that privately held forest products are responsible for more than 90% of the domestically produced paper products in the United States? Forest products provide landowners with a revenue stream. If they didn't, those forests would be at risk of being sold for other revenue-producing uses, such as agriculture or development.

By using paper, you are protecting forests for future use. In fact, the net forest area in the United States has grown from 754 to 766 million acres between 2005 and 2015.

2. Paper promotes healthy forests.

Many landowners practice what is called "sustainable forest management." This isn't just letting the trees grow for a while before cutting them down. This is strategic management of the forest to maintain maximum health. Trees are carefully inspected, and harvesting occurs on a cycle that promotes the overall health of the forest. Certain species of trees are cut at certain times, promoting healthy forest growth. Trees at risk for disease are culled. Riparian areas (waterways) are protected.

By using paper, you are not only promoting the expansion of our nation's forests, but you are encouraging them to be healthier, as well.

3. Paper promotes the protection and support of wildlife.

When forests are sustainably managed, they can be managed in ways that actually support different types of wildlife. For example, a forest groomed to promote lush undergrowth will attract more deer and small game. A forest groomed to have more open areas will promote the growth of certain grasses and bushes that draw different species of birds.

By using paper, you are helping to expand the biodiversity critical to the health of forests and to the planet as a whole.

When you are marketing with print and paper, you are doing more than providing a beautiful product that your customers trust. You are investing in the future of our planet.



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.

Find out how to win back lost customers and bring existing customers to your door with personalized maps.



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