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Inventive Solutions for On-Demand Communications

THE
**GOODWAY
PROFIT**

Making it Personal

Research Proves Personalization Matters in Marketing

What's the Deal Behind Deals?

Keep up with Today's Top Marketing Trends

PLUS:

- More than $\frac{3}{4}$ of Millennials Pay Attention to Direct Mail
- More than $\frac{1}{3}$ of Seniors Don't Have Internet Access, but They Do Receive Mail
- More than 50% of Companies Plan to Target and Personalize Communications



Welcome Back, Jackson!

Congratulations,
Mary & Rick!

Making It Personal

Hello, Mike!

*Research shows that
personalization matters*

Whether it's direct mail marketing or transactional communications, customers say that personalization makes direct mail seem more relevant and worth their time. As marketers (and consumers ourselves), we know that intuitively, but consistently, the research shows it, too.

The latest study on the value of personalization in print and digital communications comes from

Keystone Intelligence–InfoTrends. It recently conducted two surveys: one on transactional communications and the other on direct mail marketing. In both, personalization is seen as critical to adding value.

For example, when consumers were asked, “How can your providers improve the transactional communications they send via direct mail?” the top responses were “make them easier to understand” (43%), “make them relevant to me” (34%),

and “personalize the content for me” (28%).

When asked about the amount of time consumers spent with marketing mail, personalization played a huge role, as well. Nearly half (49%) of respondents agreed that they spend “much more time” reading direct mail that is “personalized and relevant” to them than they do with generic direct mail.

The younger the respondent, the more likely they were to spend



How Can You Improve Your Direct Mail Communications? (Top Responses)

- 43%** Make them easier to understand
- 34%** Make them relevant to me
- 28%** Personalize the content for me
- 25%** Combine multiple communications into one mailing
- 24%** Improve my ability to manage personal data and privacy
- 22%** Improve accessibility
- 22%** Use color to emphasize important information

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“much more time” with personalized mail. More than half (51%) of those 18–34 agreed with this statement, compared to 45% of those 55+. The fact that older consumers were less likely to heavily favor personalized over traditional mail speaks to the power of all types of direct mail with this generation, whether the mail is personalized or not.

Personalization was seen as even more influential in digital campaigns. More than half (51%) of respondents

What is your level of agreement with the following statement?

Consumers spend more time with relevant, personalized direct mail.

	AGREE	NEUTRAL	DISAGREE
Total	49%	36%	15%
Ages 18-34	51%	37%	12%
Ages 35-54	48%	37%	15%
Ages 55+	45%	34%	21%

agreed that personalization was more likely to make them spend more time with a communication. This rose to 57% of those 18–34 compared to 41% of those 55+.

The numbers continue to tell the story. If you’re not personalizing your communications, whether print or digital, you’re missing a huge opportunity. Need to get started? Let’s do it!

Source: “Annual State of Marketing Communications: Consumer Survey,” (Keypoint intelligence-InfoTrends, 2017)

Tracking the Latest Trends

Today's top marketers talk trends

Want to stay on the forefront of marketing? MarketingProfs interviewed nearly two dozen industry leaders to learn what top executives say will be important this year. Whether you are sending direct mail, email, or mobile, these are the five trends we want to pass along to you.

1. Humanize your brand

Increasingly, consumers are looking at the personality and culture of a brand as much as (or more than) they are products and price. Engage your customers beyond the product. In your newsletters, for example, tell stories about real people using your products rather than focusing on the products themselves.

"[In 2019], marketing will focus less on promotion, propaganda, and persuasion, and more on customer experience [and] culture." — Michael Brenner, CMO, Concured

2. Make a social contribution

Consumers are being drawn to brands that give back. Look at the meteoric rise of TOMS shoes, which gives a pair of shoes for every pair purchased. If you give back, talk about it!

3. Build brand advocates

Consumers trust one another more than they do brands, so engage customers more deeply so that they become brand advocates as well as loyal customers. Encourage and incentivize them to tweet, share, and pin their positive experiences with your products and company.

"People no longer trust your company and its ads. They only trust each other."

—Mark Schaefer, executive director, Schaefer Marketing Solutions

4. Tell a story

Brand storytelling is hot in marketing right now, and it doesn't require words. Great images do the job, too. Nonprofits do a great job of this by printing pictures of abandoned pets or needy children on the outside of envelopes. You don't need to read the copy to know that the organization is asking for your help.

5. Use metrics more than ever

Marketing has to prove its ROI, and incorporating metrics into your marketing gives proof of the value your efforts are creating for the organization. When possible, tie your response and conversion metrics to revenue. Response rates alone don't cut it anymore.

"The marketing industry in 2019 will have to put up (contribution to revenue) or shut up (lose a strategic place in the organization)."

— Carlos Hidalgo, founder and CEO, VisumCX

Which of these five trends can we help you with?

Mail Serves Seniors

34% of seniors (ages 65+) don't have access to the Internet. But they can be reached with print!

Source: Pew Research



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Engage Millennials With Direct Mail

77% of millennials (the generation currently between the ages of 20 and 36) pay attention to direct mail advertising.

Source: USPS



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*What's the Deal
Behind Deals?*

Let's Make a



Everybody loves a deal, and the more you know about the psychology of deals, the more effective your direct mail and multichannel marketing campaigns can be.

Did you know, for example, that 89% of all shoppers (including affluent ones) buy from discount retailers like off-price, dollar and outlet stores?¹ Or that 93% have used some kind of coupon or discount code within the last year?² Deal hunting has become a national obsession.

In its report “Beyond the Bargain Bin: The Rise of the Value-Conscious Shopper,” the National Retail Federation (NRF) found that deal hunting is not just popular, but on the rise. Nearly one in three shoppers say they seek out discount stores “more frequently than they used to.”

The combination of low prices and treasure hunting keeps people coming back. This addiction is found in all demographics, including those with higher incomes. In fact, while 29% of consumers “always price check” when they’re shopping, this rises to 42% of affluent shoppers, or those with incomes \$100,000+.

But you have to be careful with deals, too. Studies have found that consumers associate discounts with lower performing products. So how can you offer deals without making yourself sound cheap? Here are three ways to offer deals without making it about price.



1. Give them more. Giving someone 50% more product is the same as giving them a 33% discount. Instead of discounting the product, offer more instead. Studies have shown that, given the choice between getting “50% FREE” or a 33% discount, consumers will take the 50% free.



2. Create a bundle pack. One study from the Carlson School of Management found that a retailer could sell 73% more bottles of hand lotion when the lotion was sold in bundle packs rather than individually with the equivalent discount.



3. Offer free shipping. Even if offering shoppers 25% off + shipping is actually better on their wallet than receiving no discount + FREE shipping, consumers will often go for the offer that gives them something free.

Deals are all about psychology. Test different messages and different offers. Try new things and see what works. After all, if you can charge full price while still offering your customers a deal, it's a win-win for everyone!

Deal!

1 <https://finance.yahoo.com/news/just-everybody-loves-bargain-study-092100688.html>

2 <https://www.convinceandconvert.com/digital-marketing/10-important-statistics-your-company-needs-to-know-about-providing-discounts/>

Welcome to the Spring edition of the Goodway Profit where we highlight the value of 1:1 Personalized Print as an essential component of the marketing mix. Goodway stands ready to assist, and we welcome the opportunity to partner with you on your next 1:1 project!

Find out why personal direct mail is more effective than standard direct mail and worth the extra effort.



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