



goodway group
of massachusetts, inc.

Inventive Solutions for On-Demand Communications

THE
**GOODWAY
PROFIT**

A Delicate Balance

Personalization Is Proven to Increase Sales, But How Much Is Just Enough?

Learn About Your Clients' Vertical Markets to Rise Above the Competition

Choose the Right Envelope for Your Direct Mail Campaign

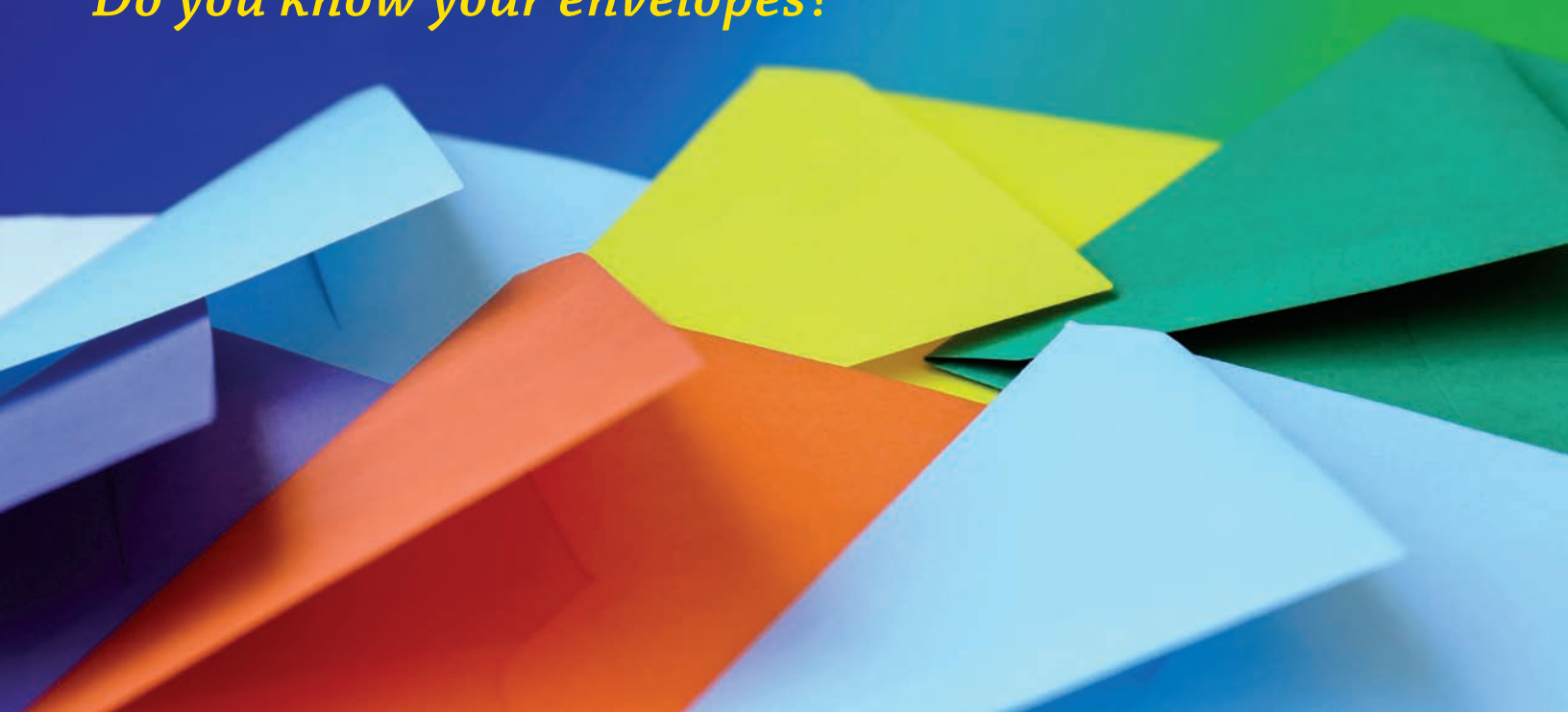
PLUS:

- **Reach a Younger Audience With a Marketing Mix**
- **Small Businesses Including and Increasing Direct Mail Spend**
- **Multichannel Marketing Works For Small Businesses**



Mail Delivery Done Right!

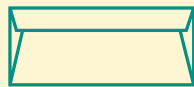
Do you know your envelopes?



If you send direct mail, you know that the envelope does more than protect and deliver your message. It identifies your company, carries your logo, and can entice its recipients with personalized or static messaging before they get to the offer inside.

There are many different types of envelopes. Does it matter which you use? It can. Here is a quick primer on the types of envelopes and the benefits of each.

Straight: Offers a clean design with straight-edge flap. Because the flap takes up minimal space, this style is preferred for mailings with graphics printed across the back.

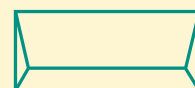


Commercial: Offers a bowed or contoured flap with angled shoulders and a scooped throat. This style is designed for optimal performance in high-speed inserters.



Bankers: Sports a longer, bowed, or contoured flap that makes the envelope look more elegant. Bankers envelopes are preferred for financial or higher-end applications.

Wallet: Straight flap envelopes have an extra-long, deep flap and wide gummed area that cannot be steamed open easily. This allows them to provide extra security.



Reverse: Designed with the flap at the bottom instead of the top. Reverse envelopes work well for mailers that are intended to be flipped once the text is read on the front.



Remittance: Designed with a deep, straight flap that extends almost to the bottom of the envelope. Flaps can be printed on the inside and used to

Envelopes can open on the long side, like business and personal envelopes (called “open side”), or on the end, like those used to mail documents (called “flats” or “open end”). They can also have different types of seams, including double side seams, diagonal side seams, center seams, and single side seams. Side seams work well when printing

text or images on the back of the envelope since they don’t interfere with the design.

Your campaign benefits from the right envelope just as it does from any other element. Know your envelopes! It matters.

Reaching a Younger Audience

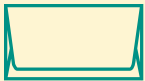
85% of Millennials and GenZ consumers want marketers to reach them with both digital and physical channels.



Source: CMO Council 2019

© iStockphoto.com/NadiaBormotova (GenX), kurokista (icons)

provide additional information or serve as forms.



Baronial or Announcement:

This distinctive style is used for social stationery, such as announcements and greeting cards.



Bangtail: Offers an extra “tail” flap that doubles as a printed form. The flap can be torn off, filled out, and placed back into an envelope to be mailed back.



Source: This list is taken from Tension Envelope’s e-book, “Envelope Basics.”

© iStockphoto.com/fofgart (colored envelopes)

Make a Plan for Direct Mail

82% of small business direct mail users plan to maintain or increase their direct mail use in 2019.



Source: “2019 Small Business Marketing Survey” (Taradel)

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*Learn how to
connect with
your customers'
vertical markets
to rise above the
competition*

Getting Ahead By Going Vertical

If you are serving the business-to-business marketplace, understanding your customers' vertical markets can make the difference between being seen as a commodity supplier and being seen as a trusted partner. How does it accomplish that? By helping you to do four things:

- 1 Understand the ever-changing pressures and opportunities in your customers' marketplace.**
- 2 Know what products and services your customers are using (or should be using) now.**
- 3 Speak your customers' language.**
- 4 Craft your marketing messaging in a way that emphasizes the benefits that are most important to your customers' business.**

Let's take the fitness industry as an example. Like any business, fitness centers need to stay current with the latest equipment, recruit new customers, and motivate existing customers to stick with them. But there are other issues, too, such as lack of industry regulation, leading to inconsistencies in trainer experience and qualifications, and competition from non-traditional sources, such as apps and wearables.

How might this knowledge help you? Say you sell fitness equipment. To address the market issues with inconsistent trainer experience and expertise, you might develop a training course offered at no charge with purchase. After completing the course, trainers would receive a professional certification that fitness clubs could promote.

Your marketing copy might look something like this:

Set yourself apart from "the other guys." Get the most advanced fitness equipment available, PLUS professional training certifications.

Or, knowing the challenges faced from fitness apps, you can use it to create hard-hitting marketing copy:

Five Reasons Our Fitness Equipment Beats an App!

Knowing your customers' vertical market also helps you speak their language. You don't have to be an expert, but you should have a basic understanding of industry terms so you can follow the discussion and ask pertinent questions. If you are selling into the investment market, for example, will you have to stop the conversation to ask what EBITDA stands for? Knowing basic terminology not only says "I know your business," but it shows a basic respect for the client.

The extra effort taken to understand your customers' market verticals speaks volumes to your clients about their value to you. It also raises you above the level of commodity suppliers, reduces price sensitivity, and creates a stickiness to the relationship that can be invaluable.

So study up!



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A close-up photograph of a person's legs and feet as they balance on a tightrope. The person is wearing dark blue denim jeans and black sneakers with white soles. The tightrope is a thin, dark line that runs diagonally across the frame. The background is a blurred outdoor setting with a colorful striped banner visible on the right side.

Finding the Perfect Balance

Personalization is proven to increase sales, but there's a fine line between just enough and too much.

© iStockphoto.com/MelanieCouthurst. (Slack line), Wragg (tag)



Shoppers Are 51% More Likely to Buy if . . .

Did you know that consumers are at least one-third more likely to make a purchase if the marketing communication is personalized? According to Adobe's 2019 Brand Content Survey, 51% of consumers are more likely to make a purchase and 34% of consumers are more likely to make an unplanned purchase, specifically, if they are exposed to personalized messaging.

For marketers, these aren't the only benefits of personalized content. When consumers are exposed to relevant, personalized messaging, they are also more likely to . . .

- **become loyal to the brand (49%),**
- **recommend the brand to others (46%), and**
- **subscribe to the brand's channels on social media (44%).**

What might consumers do if the content is not relevant? More than one-quarter (26%) say they would stop paying attention to the brand's messaging, and 26% would be less likely to make a purchase. Consumers also say they would be much less likely to recommend the brand to others, stay loyal to the brand, and 12% might even stop using the brand.

But be careful not to overdo it. Twenty-five percent of respondents said that when messaging is over-personalized, they find it "creepy." In fact, three out of five say that when personalized content is over the line, they would be less likely to make a purchase.

The line between marketing content that says, "We know you and care about you" and being so personal that it's uncomfortable can be a delicate one. Consumers want their communications to be relevant, but they don't want to feel that their privacy is being violated. For example, if someone's lease is about to expire on the family sedan and you know from third-party data that they recently had a new baby, you might want to say, "Is it time for more leg room? Check out the great new features we are offering on our 2020 minivans!" What you don't want to say is, "Hey, it looks like your family is expanding! When your lease expires at the end of the month, why not upgrade to a bigger ride?"

Need help developing relevant communications that your customers and prospects want to hear? Let one of our brand development experts 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 campaign cutting-edge and profitable.

Learn how to choose the right envelope template for your custom direct mail piece.



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Inventive Solutions for On-Demand Communications

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Printed on Goodway's Canon i300 Inkjet Press using 100# Blazer gloss text



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