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Inventive Solutions for On-Demand Communications

THE GOODWAY PROFIT

Wow Your Customers!

How to Make A Lasting Impression With Direct Mail

Captivate Your Audience with Storytelling

Multichannel Marketing Made Easy with Informed Delivery By USPS.com

PLUS:

- Direct Mail Customers Are Likely to Make Purchases Several Times a Month
- Direct Mail Lasts Much Longer than Email
- Marketing Tailored to Recipients' Interests Increases Revenue

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Captivate Your Audience

Use storytelling to engage customers

People like to connect with the people they buy from, which is why storytelling is such a powerful marketing tool. This is especially true for younger consumers like Millennials and GenZs, who get turned off by traditional push advertising. While many people associate storytelling with TV and radio advertising, you can tell stories in print, too. Here are three ways you can incorporate the concept of storytelling into your printed pieces.

1. Storytelling images

You've heard the phrase, "A picture is worth a thousand words," and it's true. You can tell a story almost instantly with the right image. Ads for Heinz Hot Ketchup, for example, show a french fry with a burning tail. To advertise its distinctive headgear, Hut Weber Hats pairs an image of a 1920s hairline and a small black moustache next to the same image with a bowler hat cocked to the side, making the simple vector image instantly recognizable as Charlie Chaplin. The text restates the story the image has already told: "It's the hat."

Images tell stories, and when it's the right image, it only takes one.

2. Unexpected print enhancement techniques

Print enhancement techniques like die-cuts, embossing, and soft-touch coating can tell stories, too. Tell the story of the softness of a baby's cheek with matte coating on an otherwise glossy page, for example, or if you sell custom windows, consider brochures that use a layered look. The cover might show the interior of the home with windows featuring beautiful mullions through which you can see a lovely backyard. When the brochure is opened, the reader sees that the mullions are actually die cut from the page, allowing them to "see through" the windows as if they were actually there.

3. Fonts and color

Did you know that fonts and color can tell stories, too? Create a headline in the font "Knuckle Sandwich" and you'll instantly tell the story of a gritty, edgy brand. Use "Feminine Handwriting" and the reader will hear "I feel pretty!" before they read a single word. The same goes for color. Incorporate elements of yellow and mint green to create a positive, uplifting mood. Use splashes of vivid orange to say, excitement! Colors do more than look great. They can influence a shopper's mood and brand perception, too.

These elements of print design can enhance your brand story, or even tell the story in themselves. What story do you want to tell?

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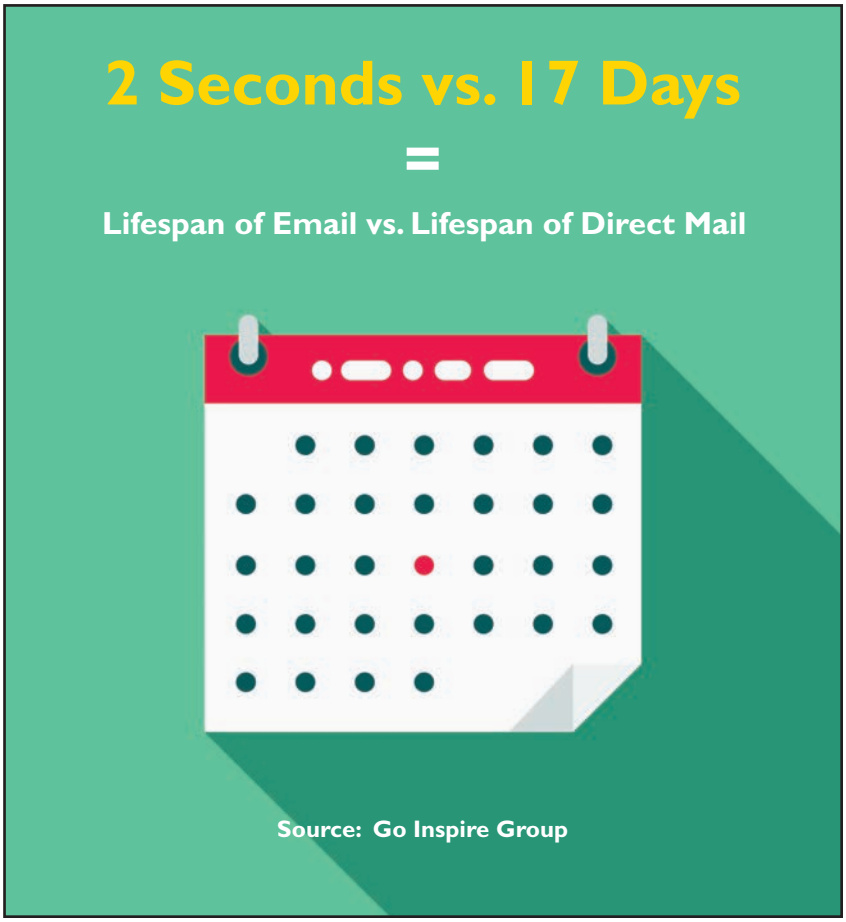

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Stay In Touch With Your Customers

Multichannel marketing made easy and affordable with Informed Delivery by USPS.com

The United States Postal Service is making it even easier to get into multichannel marketing. Just send mail. Yes, that's it—send mail like always, and you are automatically doing multichannel marketing. This is because, through the USPS's free Informed Delivery service, mail recipients can sign up to receive a daily digest with images of the mail that will be arriving that day.

How does this work? When the mail is processed, it is scanned through the USPS's postal equipment, which captures images of the front of each mailpiece. When people sign up for the service, the USPS compiles those images into an email digest format that alerts recipients to what mail is on the way. You get a double touch without doing anything extra.

The Informed Delivery Digest images are black-and-white, but you can enhance your marketing exposure by adding your own color images and a hyperlink to a campaign landing page. This is also a free service (for now) and allows you to track your results, offer coupon codes to tie revenue back to your campaign, and lets people respond to your promotion immediately, *even before their mail actually arrives in their mailbox*.

As of right now, more than 16 million people have signed up for Informed Delivery, and the service offers some impressive results. It boasts an email open rate of 62.7%, and, according to a report in *Target Marketing* magazine, a 4.92% click-through rate on ads.

How do you take advantage of the opportunity?

1. Design a color image and "ride along" ad to accompany the regular Informed Delivery image.

2. Create a landing page for the campaign.

3. Send this information, along with a Mail.dat file, to the USPS PostalOne! system so they can connect the color image and landing page to the correct recipient.

Want to check it out? There couldn't be a better time. The USPS is running a promotion on "enhanced" Informed Delivery from September 1 to November 30. You get to try out this great new opportunity *and* save 2% in postage, too!

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Make a Lasting Impression

Direct mail beats email: It's a brain thing

Have you heard the term "neuromarketing"? If not, it's a pretty cool topic that affects marketers everywhere. It refers to how consumers' brains respond to stimuli in various marketing scenarios, including how we receive information in the first place and from which channels.

So which channels really work best, especially for more complex or higher dollar products, such as new siding or the right solar power system for a customer's home? A number of studies provide us with critical insights.

One of these comes from Temple University's Center for Neural Decision Making, which worked with the U.S. Postal Service Office of Inspector General (OIG) to conduct a study focused on the differing responses to physical and digital media in the consumer buying process. The study linked consumers' subconscious responses to three buying phases:

Exposure: the body's physical response to an ad

Memory: how quickly and accurately the brain remembers an ad

Action: value and desire for advertised products as a predictor of purchase

The study found that while participants could process the information from digital ads more quickly than from print ads, the details weren't retained or as easily recalled later. When it came to physical ads,

- Participants spent more time with them.
- They had stronger emotional responses and were more likely to remember those ads later.
- Although participants stated similar preferences and willingness to pay for the item whether it was delivered in physical or digital format, their brain activity indicated a greater subconscious desire for products advertised in print.

"These findings have practical implications for marketers," note the authors of the report. "If short on time, the digital format captures attention quicker. However, for longer lasting impact and easy recollection, a physical mail piece is the superior option."

The study goes on to suggest a complementary effect between print and digital formats that could provide a powerful way for marketers to optimize their media mix and get better results.

This study builds on earlier studies by Royal Mail/Millward Brown and Canada Post/Ipsos, which found that physical media generated deeper brain activity than digital media and that physical mail generates stronger response in terms of engagement, emotional intensity, and memory compared to email and television.

So there you have it—the brain likes print!

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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.

Want to dazzle your customers? Find out how to leave a lasting impression with direct mail.

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