



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

THE  
**GOODWAY  
PROFIT**

# Motivating Like Buyers

**Use Personas in Marketing  
to Convert Customers**

**Rethink Your  
Target Audience  
by Identifying ALL  
of Your Markets**

**There Are Many Reasons  
to (Still) Love Print:  
It Makes Customers Feel Good!**

**PLUS:**

**Marketers Will Spend Billions in 2022 to Better Understand Their Customers**

**The Vast Majority of Retailers Now Use Personalization in Emails**

**ROI Soars in Retail and E-Commerce by Using Advanced Personalization**

# Rethinking Your Target Audience

## Identify ALL of your Markets

How well do you know your target audience? Wait! Don't answer that. It's a trick question. If you started to answer, you might have a targeting problem. That's because the right answer is, "I have more than one!"



**W**hen developing any print or digital marketing campaign, brands generally have multiple target audiences for each product or category of products, even if they don't realize it. Take, for example, diapers. Sure, new mothers need lots of diapers, but so do nannies, grandparents caring for grandchildren, and day care centers. All of these audiences need to be marketed to differently.

Furthermore, not every audience has the same need at the same time:

**A businessman might have one need when racing through an airport trying to catch a flight and then have an entirely different need when taking his young children there for a weekend lunch. A time-strapped mom may appreciate the convenience of a drive-thru after swim practice, but she may want a healthier option for her and her children at other times.<sup>1</sup>**

Here are three ways you can look at target audiences differently to maximize every opportunity.



### **1. Identify your audiences— all of them**

How many target audiences can you come up with? Divide them into primary, secondary, and tertiary audiences. What are the differences? What are the commonalities? How can you use this information to segment your mailings more effectively?





## 2. Identify and market to other stakeholders

Say you are holding a community event. You want to boost attendance and generate excitement among attendees, but who else might you benefit from engaging with? Local businesses? The Chamber of Commerce? Radio and television stations?



## 3. Keep your brand proposition consistent

Different audiences may buy at different times for different reasons, but the core value to each segment should stay the same. Whether a teenager trolls the McDonald's drive-through at midnight or a normally "cook at home" mom hits



the drive-through after soccer practice, the motivations may be different, but the core value proposition you present (quick food that tastes good) should remain consistent.

How many audiences do you have? Find them all. Don't leave sales on the table!

<sup>1</sup> "Rethinking Your Brand Positioning's Target Audience," *Target Marketing*, July 23, 2018.

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# Understanding Customers

Marketers will spend **\$2.6 billion** in 2022 to recognize and understand customers and prospects across channels and devices.



Source: "An Identity Buyer's Guide for Data-Driven Marketers" (Acxiom, 2019)

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# Personalization Is Worth Every Penny

Advanced personalization reaps **2000%** ROI in e-commerce and retail.



Source: "Driving Value with Advanced Personalization" (Liveclicker/The Relevancy Group, 2019)

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# What Traits Do Your Customers Share?

*Use Personas for Creating  
High-Converting  
Direct Mail Campaigns*





If you want to convince a hungry family to buy pizza instead of burgers, price and opportunity might be sufficient motivators to get them to switch. But if you sell higher end or more complex products, it often takes a different approach.

Let's say you are pediatric dentist. Most of your patients are at least two years old, but the American Academy of Pediatric Dentistry (AAPD) recommends that children see a dentist by age one. In line with these recommendations, you want to encourage families to bring in their children much earlier—right after their first birthday. But how do you do that? How do you break into the lives of busy parents and motivate them to do what is the last thing most parents want to do—take their infant to the dentist?

The key word is “motivate.” The key is to speak to them using their language and motivate them according to their priorities. To do this, you can use *customer personas*.

Customer personas are models for communicating with specific types of buyers. Just as with real people, each *persona* has a set of demographic descriptors, as well as other identifying characteristics. Take, for example, “mother with an infant at home.” Other than raising a newborn, what other pain points does this *persona* have? How does she make buying decisions? Who and what are her social influencers? Her primary motivators for early intervention? Her primary objections?

Once you have this information, you can craft messaging that targets this buyer type, then identify the names in your list that match up. To help identify them, purchase additional information if necessary. (We can help.)

Remember, these are not characteristics of any specific individual, but an aggregate that you identify as your best buyer. In this case, “mother with infant at home” is balancing work and home life, wants to be a good mom, is concerned about finances being a little tight, and is influenced by family and social media. She makes purchases methodically and tends to be a planner and rational thinker.

Knowing these things, you can plan your mailing. You can talk about how early dental care makes her a better mom, and how, with early intervention, she can avoid expensive dental expenses later. You can note how, with the right planning, she can keep her work/home life in rhythm. You can also develop multiple personas and create relevant messaging for each one.

Sound complicated? Don't sweat it. It just takes a little time and practice.



# Relax And Enjoy!

*3 Reasons Consumers  
(Still) Love Print*



When you want someone to feel loved, you invest in things that matter to them and make them feel good. Customers are no exception. When it comes to marketing materials, that means sending print.

### Which Format Is the Most Enjoyable to Read?

	In Print	No Preference	Electronic
Books	68%	20%	12%
Magazines	65%	22%	13%
Newspapers	53%	28%	19%

According to current research, information read in print is embedded more deeply in the brain, is more easily recalled, and is recalled more accurately. But buyers don't love print because they remember things better (although marketers love it because they do). Buyers love it because it makes them feel good.

Take, for example, research by Toluna/Two Sides that found that consumers see print as the format most enjoyable to read. According to the research, "Print and Paper in a Digital World," consumers overwhelmingly found hard copy versions of books, magazines, and newspapers more enjoyable to read than their electronic alternatives. In fact, when it comes to books, the percentage citing preference for hard copy is up 6% from the previous year.

Furthermore, consumers see print as the more relaxing format to read, as well. Eighty-one percent of consumers cited print as making them feel more relaxed compared to 49% who say this about computer screens, 37% who say this about e-readers, and 30% who say this about smartphones.

Not only are electronic devices less preferred by consumers for relaxation and enjoyment, but Two Sides found that consumers are becoming increasingly aware of (and concerned about) the health effects of spending too much time on electronic devices. According to the survey:

- **49%** believe they spend too much time on electronic devices.
- **53%** are concerned the overuse of electronic devices could be damaging to their health.
- **71%** believe in the importance of "switching off" and reading more in print.

The percentage who believe in the importance of "switching off" (71%) is up significantly, from 66% in 2017.

With these data, it is no surprise that print is more effective at catching people's attention. Two Sides has also found that people pay more attention to advertising when reading magazines in print (64% vs. 26% online). In fact, 66% of consumers say they can't remember the last time they willingly clicked on an online ad. Nearly the same percentage (63%) say they do their best to block or avoid online ads.

The takeaway? If you love your customers, then love what they love. Digital communications have their place in the multichannel mix, but when it comes to "feeling the love," it's still very much about print.

Source: *Print and Paper in a Digital World: International Survey of Consumer Preferences, Attitudes, and Trust* (Two Sides/Toluna, 2017)

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.

Research shows buyers love print. Want your customers to feel good? Call us for help with your next print campaign.



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## HIGH-SPEED INKJET PRINTING HAS ARRIVED AT GOODWAY

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