



goodway group
of massachusetts, inc.

Inventive Solutions for On-Demand Communications

THE
**GOODWAY
PROFIT**

Outstanding Direct Mail

Try Some of the Industry's
Top Trends for 2020

**Why Promotional
Items Are Perfect
Trade Show Giveaways**

**Direct Mail + Digital:
Two Superhero
Techniques Join Forces**

**Goodway Celebrates
Inkjet Technology**

PLUS:

**Personalization Offers a Potential
Lift in Direct Mail Response Rates**

Brand Trust Yields Higher Click-Through Rates

**Print Is the Most Reliable Way to Reach Consumers
Who Have No Access to Broadband Internet**



Breaking Out of the Box

*Want outstanding results?
Try some of these top direct
mail trends for 2020*



Looking to stay on the cutting edge of direct mail design?

Personalization is always at the top of the “to do” list, but here are five other design trends that you should know. These approaches will not only make your mail stand out, but increase response rates, as well.



PERSONALIZED MAPS

Did you know that you can add personalized maps to your direct mail pieces? Using special software, you can generate personalized maps from the recipient's location to yours. Maps include street names, landmarks, and other identifiers along each recipient's travel route, with the route highlighted in the color of your choice. Don't just tell people to come to your location. Show them how to get there!



FOIL STAMPING

Metal continues to be a hot design trend, whether in industrial lighting or fashion that features glittering threads. In print and direct mail design, you can incorporate this look using foil stamping. Make sure to choose a smooth paper and minimize problematic elements like hairlines. Check with one of our designers for tips at the outset of your project.



DIE CUTTING

Engagement sells, and any time you add die cuts, people are more likely to engage with your pieces. They open and close them, run their fingers along the edges of the cutouts, and peek through the holes. Increasing engagement means increasing exposure to your message. This improves results.



ENGAGEMENT TECHNIQUES

Whether it's a pop-up design or elements that slide out, fold open, or move in some way, interactive elements are game-changers for direct mail. Not only do recipients interact with these mail pieces over and over, but they are highly likely to share them with others, giving you pass-along exposure, too.



INFORMED DELIVERY

This is a free program from the United States Postal Service that gives you multichannel marketing power for free. When people sign up for the service, they receive daily emails with digital images of the mail they will be receiving that day. This gives your audience a heads-up on marketing messages, promotions, and deals. Plus, you can add links to digital images that lead to a promotional website, increasing the power of the promotion. It also gives you free tracking.

All of these trends improve engagement with your audience and increase the results of your direct mail campaigns. To get the best results, consult with us early in the planning so the project goes off seamlessly.

STRONGER TOGETHER

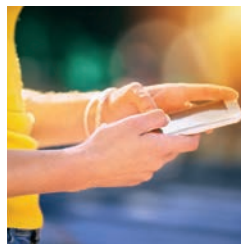
*Direct Mail + Digital:
Two superhero techniques join forces*



You know those movies in which two competing heroes suddenly realize they can do more when they work together? They join forces and save the world in record time. That's print and digital marketing—stronger, better, and more effective together than working alone.

Why does pairing up work so well? Anytime you reinforce your message with multiple touches in different channels, you have a greater chance of breaking through the clutter, getting noticed, and being remembered.

Plus, print and digital play different roles.



- Email is great for short-term boosts in response, while direct mail tends to have a “longer tail”
- Email gives you a bump in orders right away, but those orders will tail off quickly.
- With direct mail, people tend to hang onto mail pieces longer, and those orders continue to roll in for a longer period of time.

What does this one-two punch look like in action? When one “fast fresh” catering company wanted to boost sales, for example, it started with an email campaign. Orders came in fast and furious, but once those orders died down, the caterer deployed phase two: a direct mail piece sent to everyone who had not responded to the email. The mailer was highly targeted and showcased the caterer’s culinary creations in a way that email couldn’t. The direct mail campaign paid for itself within a few days, but the orders continued to come in for a month. Ultimately, the campaign achieved 113% ROI.

However you use it, direct mail + email is a powerful combination. You can use email to reinforce a traditional or personalized direct mail campaign or, as in the case above, use direct mail to reinforce a digital campaign.

Keep in mind that “digital” doesn’t mean email only. One of the trending approaches in direct marketing is to

combine direct mail with Facebook and other ads. This provides non-invasive reinforcement of the direct mail message and reminds people of their interest and prompts them to respond.

Take the example of a small, family-owned tax accounting firm. With so many competitors, it decided to do something innovative. First, it mailed to the right people in the right ZIP Codes—close to the business so people feel it is highly convenient—and then retargeted them with Google and Facebook ads. The firm’s persistence was rewarded: 30 new clients, and with a client retention rate of 90%, a massive long-term ROI.

There are as many ways to combine direct mail and digital marketing as there are different marketing goals. Which one is right for you?

Realize Potential Through Personalization

There’s a **135%** potential lift in response rate just by adding someone’s name to a direct mail piece.



Source: “Still Relevant: A Look at How Millennials Respond to Direct Mail,” United States Postal Service (2017)

© iStockphoto.com/undefined

Mail Reaches Rural America

24% of Americans in rural areas have no access to broadband Internet. For them, print remains the most reliable communication channel.



Source: U.S. Census

© iStockphoto.com/olindana

Goodway Celebrates Inkjet Technology

On February 13, 2020 Goodway Group of MA hosted an Open House to celebrate and showcase the acquisition of our Canon i300+ cut sheet inkjet press as well as several other Canon printers. Thank you to all of our clients and vendor partners for making this event a rousing success. Congratulations to all of our door prize winners who won branded Yeti mugs and to Corey Steadman of Linkage as our Open House Grand Prize winner of a Canon CLIQ+ Instant Camera!



House





House (continued)





© iStockphoto.com/piranka (background); tradeshow (Thatpichai)

For many brands, trade shows are among the most popular ways to promote their business. But trade shows aren't inexpensive, so it's important to make the most of your investment. One great way to do this is to use branded promotional items to draw people to your booth and reinforce your brand long after the trade show is over. Here are three promotional items that should be on your list:

HOW TO:

Draw Attention And Keep It!

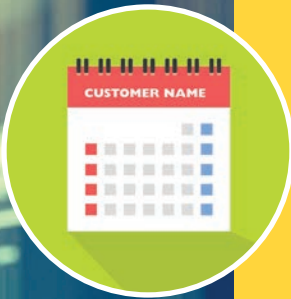
*Why promotional items are
perfect trade show giveaways*

Keep Your Brand Front and Center With Useful Daily Reminders



1. Branded Bags

Anyone who has gone to a trade show knows how quickly your arms fill up with booth materials. It's a lot to handle! Offer booth visitors a branded bag to carry their materials in. They will take these bags everywhere they go, even into your competitors' booths! Not only will your bags make attendees feel grateful, but they become walking advertisements to other attendees at the show. Booth visitors will also use your bags long after the show is over, reinforcing your goodwill and helping them to remember you.



According to the ASI's Global Ad Impressions Study, branded bags are kept an average of 11 months and give you 3,300 impressions per bag. At a cost of \$5 per bag, that's a cost per impression of 2/10th of a cent. Plus, 50% of consumers say they are more likely to do business with a company that gave them a promotional bag.



2. Writing Instruments

Branded, promotional pens are inexpensive and have an extremely good return. We're not talking about those cheap, throwaway pens. We're talking about high-quality writing instruments.



At trade shows, people are always looking for something to write with, so give them a pen with your name on it. Branded pens are kept an average of nine months and generate 3,000 impressions. At \$1 per pen, that's a cost per impression of 1/10th of a cent. Plus, 51% of consumers say they would be more likely to do business with the advertiser that gave them a branded pen.

3. Calendars

Get a calendar into someone's hands and they'll be exposed to your brand every day for the next year. Promotional calendars that cost \$3 have a CPI of only 3/10th of a cent. More women (37%) than men (20%) consult their promotional calendars on a daily basis, so know your audience.

When putting together your "to do" list for your next trade show, make sure to include promotional items. Different items appeal to different audiences, so talk to us about matching the right branded products to your audience and goals.



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.

Perfect Pairs:
Round out your marketing plan by pairing email and direct mail to see response rates soar. Contact us for help with your plan.



© iStockphoto.com/Mastaz



Mike Jenoski
mjenoski@goodwaygroup-ma.com
781-272-2690



goodway group
of massachusetts, inc.

Inventive Solutions for On-Demand Communications

16 A Street
Burlington, MA 01803

PRESORT
STANDARD
U.S. POSTAGE
PAID
No. Reading, MA
Permit # 258

ABC Training and Workforce Development
One Prosperity Way
Success, MA 02111



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



HIGH-SPEED INKJET PRINTING HAS ARRIVED AT GOODWAY

A new printer might not seem all that amazing, but trust us, the Canon i300 truly is.

- It's the highest-quality inkjet printer in the industry
- It's **THREE TIMES** as fast and **TEN TIMES** as productive as other printers
- It prints at speeds of 300 pages per minute

And you won't find it anywhere else in New England.

Be part of the inkjet revolution

For more information, visit goodwaygroup-ma.com/i300

