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Inventive Solutions for On-Demand Communications

Change of Direction

Two New Targeting Approaches Bound to Boost Growth

The Anatomy of Consistent Brand Color

5 Psychological Marketing Principles to Engage Customers

PLUS:

Most Consumers Will Share Data for a More Personalized Experience

Nearly 1/3 of Consumer Spend Is from Repeat Customers

Marketers See Response Increase from Personalized Printing

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Changing Direction

Try two new targeting approaches that are bound to boost growth

Everyone's marketing strategy needs a tune-up now and then. If your campaigns are not getting the results they once were, maybe it's time to try something new. Even if sales are rolling along, now is a good time to try new things and keep it fresh.

Start by creating a visual grid of your customer segments. What are the primary ways to group your customers? Within each of those groups, who are the customers bringing in the highest value? The least value? Somewhere in the middle?

Your grid might look something like this:

CUSTOMER SEGMENTATION

	GROUP A	GROUP B	GROUP C
High Value Customers	$250	$325	$175
Medium Value Customers	$100	$225	$125
Low Value Customers	$50	$75	$35

Your customer segments will vary based on your type of business. If you are a hair salon, for example, your segments might be students, professionals, and stay-at-home moms. Or you might group your customers based on the types of services they buy, such as haircuts, highlights, or perms. You can change or reshuffle your segments at any time.

Next, divide each segment into three boxes by value. This, too, can be done different ways. You can define value based on how much your customers spend on services at one time, for example, or how frequently they come into the shop, or how much they spend in a year.

Once you have a grid, you can decide how to allocate your marketing spend. You might identify your biggest spenders or most frequent visitors and focus on getting them to spend even more. Or you might focus your efforts on turning low-value customers into medium-value customers, or medium-value customers into high-value ones.

Next, it's time to develop a marketing plan. What makes a high-value customer a high-value customer? What motivates buyers in each group to purchase more frequently or spend more when they do? Which channel does each segment prefer when communicating with you?

Once you understand what motivates each type of customer and how they want you to communicate with them, you can begin to craft a strategy for encouraging each type of customer to spend more or move from a lower value group to a higher value one.

Great marketing isn't static. It's an evolving process that requires continual investment in new strategies and approaches. What's next for you?

BUILDING BRANDS THROUGH COLOR

PANTONE® 266 C

PANTONE® Process Black C

The anatomy of consistent brand color

Brands like Amazon, Google, and Starbucks all know the importance of color. Whether it's on a direct mail piece or retail packaging at the big box store, buyers recognize these brands based on color alone. Highly identifiable brand colors are among a company's greatest marketing assets.

This is why, when your brand colors are reproduced, you want them to be accurate and consistent. The human eye is very sensitive, and a slight shift of a yellow into the green range, for example, or a blue that is a little more gray, may not result in the same level of recognition.

How do we, as your printer, ensure that all of your colors are accurate and consistent from run to run?
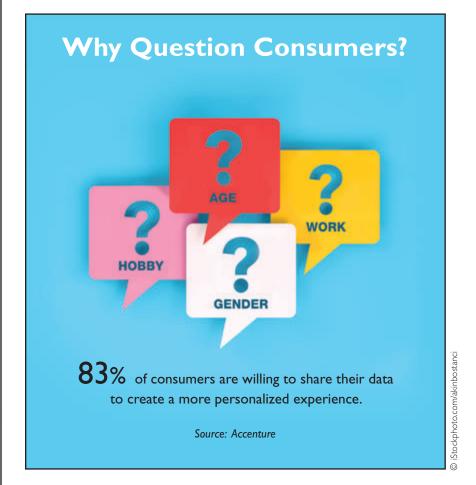
We start by printing to industry standards. In the commercial printing industry, these include GRACoL, SWOP, XCMYK, and for spot colors, Pantone. The printing process is complex, however, and your color is impacted by a variety of factors, including the settings on the press, the base color of the substrate, and the type of inks. It is also dependent on the printing process used. Offset, digital, and wide-format presses all reproduce color differently. To compensate for these differences, we adhere to rigorous standards, use sophisticated color management software, and employ best-in-class color measurement tools.

Every time your job is run, whether it's a repeat job on the same press or a project spread across different presses, we measure how close we are to the target color. To do this, we use a measurement called delta E. The word "delta" means "change." A delta E is the change from one color to another. If you spec a color, the difference between your proof and the final color is measured in delta Es. Although delta Es can be as small as one, the human eye has trouble distinguishing differences this small. Most customers find delta Es between two and four to be acceptable.

Consistent color also requires your files to be produced properly. If there are errors in the file, it limits the ability of our systems to compensate. Great files in, equal great printing out.

Let's talk about your brand colors. Let's go over your expectations, what's possible on our presses, and steps for proper file preparation. Working together, we can ensure that your color is reproduced consistently, repeatedly, and as accurately as possible.

Why Question Consumers?

83% of consumers are willing to share their data to create a more personalized experience.

Source: Accenture

Connecting with Consumers

44% of marketers see their response rates from personalized printing increase **16%**, on average.

PERSONALIZATION

Source: SmarterHQ

Activate Your Audience

5 psychological marketing principles to engage customers

While every buyer is unique, there are certain principles about human behavior that marketers should know. Implementing these principles in their direct mail and digital marketing strategies has helped countless marketers sell more products. Ross Kimbarovsky, founder and CEO at crowdspring, an online marketplace for crowdsourced creative services, has developed five psychological marketing principles that can transform your offers from "I'll get to it later" to "I need to act on this *right now!*" Which ones can you use in your next marketing campaign?

1. PRIMING
Priming is just what it sounds like: Using a word, a phrase, or an image that prepares people to be more receptive to your message. For example, a humane society might send fundraising letters addressed to "compassionate animal lovers like you." Framing the recipient as a compassionate animal lover automatically puts them in a state of mind to help.

2. RECIPROCITY
If someone does something nice for you, most people will feel an obligation to do something nice back. That's why nonprofits put pennies and dimes into their fundraising letters. It makes recipients feel obligated to return the favor by making a donation. Free gifts and samples are another great strategy, tapping into reciprocity.

3. SOCIAL PROOF
Buyers like to be part of a crowd. They want be "in" on the next great thing. This is what makes social proof so powerful. Customer testimonials and reviews, social media comments, and case studies boost the credibility and desirability of your product. You can also use customer counts: "Over 100,000 units sold!"

4. SCARCITY
The more scarce something is, the more buyers tend to want it. It's why Amazon puts alerts on many products saying, "Only 3 left in stock!" Of course, there will probably be more in stock tomorrow, but the fact that there are only three left in stock *right* now suggests that the product is desirable and buyers should snatch it up right away. The same principle applies to deadlines to respond to offers.

5. ANCHORING
The first fact people hear about your product often becomes the most important fact they hear. Put your most compelling fact, statistic, or testimonial right up front. Let it frame the rest of your message. "Simply the best solution out there!"

Psychology is a critical element in any marketing campaign. When crafting your next direct mail and digital marketing strategy, use it to your advantage.

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 boost sales? Try a new marketing approach. Contact us for help with creating a campaign that targets your high-value customers.

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