

A Steady Stream of Resources

Engage B2B Buyers
Throughout the Sales Cycle

4 Reasons to Focus on
Sustainability in Packaging

Buyers Are in the
Driver's Seat: Are You
Their Destination?

PLUS:

Recycled Paper Packaging Is the Trend

The Pandemic Has Many Marketers
Maximizing Existing Plans and Solutions

Direct Mail Overwhelmingly Improves Multichannel
Campaign Performance



A Steady Stream of Resources

Engage B2B buyers throughout the sales cycle



© iStockphoto.com/T_Mizuguchi

The world of engaging B2B buyers has changed. DemandGen’s “B2B Buyers Survey Report” uncovers fundamental shifts that all B2B marketers should know.

Although the research was conducted prior to the global COVID-19 pandemic, the challenges of our “new normal” reinforce these trends.

Among the takeaways from the data? The increased importance of first-contact channels such as website and advertising/direct mail in the research phase of the buying cycle; the growing role of content (email, direct mail, marketing collateral, online resources) in helping buyers present a strong ROI case; and the need for vendors to provide buyers with a steady stream of resources throughout the buying cycle.

IS YOUR CONTENT STRATEGY READY?

-  **68%** of buyers say they notice ads from vendors during the research process.
-  **37%** of buyers say that vendor ads positively impact their view of the company.
-  **48%** of buyers say vendor websites are one of the first three resources they utilize in their research.
-  **97%** of buyers say online content should not be gated.
-  **74%** of buyers say they conduct a more detailed ROI analysis than they used to.
-  **73%** of buyers say they are relying on a higher number of resources before making a purchase decision.
-  **75%** of buyers say they are spending more time doing research.
-  **97%** of buyers say it’s more important than ever for sales reps to demonstrate a “stronger knowledge” of buyer needs.

Source: DemandGen “B2B Buyer Survey Report” (2019)



THE POSITIVES OF

Four reasons to focus on sustainability in packaging

Are you producing products that need to be packaged? Are you considering doing so? Are you private-labeling products or considering the possibility? If you answered yes to any of these questions, you should know that the substrate you choose for your packaging matters. After all, buyers are heavily influenced by them. Here are four reasons for choosing the most sustainable options:

1. You get props for paper.

Overwhelmingly, paper and cardboard are preferred by consumers because of their sustainability. Specifically, buyers see paper-based substrates as better for the environment (66%) and easier to recycle (51%). But consumers also rate paper and paperboard tops for safety and ease



of use. They also see paper as best for communicating product information and for creating a better brand image.

2. There is a shift away from plastics.

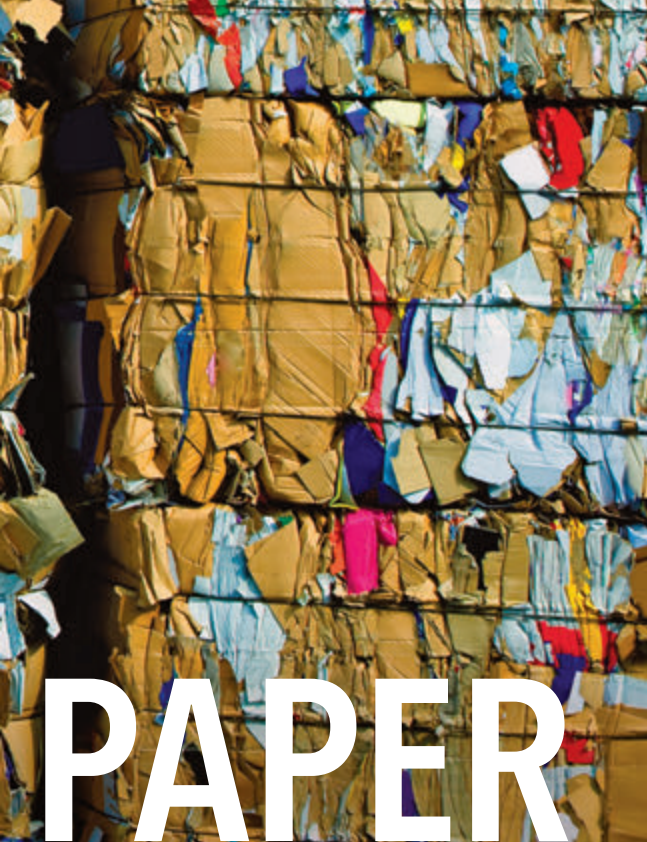
Not only is there a preference for paper-based substrates, but there is movement away from plastic. More than half (57%) of consumers surveyed are actively taking steps to reduce their use of plastic packaging. More than one-third (36%) would avoid retailers not actively trying to reduce their use of non-recyclable plastic packaging.



3. Shipping matters.

Buyers' preference for paper and cardboard extends to shipping, as well. More than half (57%) want their products to be delivered in paper packaging rather than plastic. Choose boxes with branded labels over envelopes and make sure that the box is fitted properly. Seventy percent of buyers prefer products to be delivered in packaging that is "right sized" for the product(s) inside.





PAPER

4. Environmental symbols matter, too.

Want to flex that you're not only using highly sustainable packaging but purchasing from sustainable sources? Do it! The well-known "recycling" symbol ("the Mobius Loop") is recognized by 90% of consumers and is rated as being the most important".



The takeaways? Emphasize paper and paperboard substrates, including for shipping, and don't miss an opportunity to enviro-flex. Even if people know your packaging is recyclable, include all appropriate environmental labels. "Doing good" has always been good for business. Packaging is no exception.

Source: Data taken from "U.S. Packaging Preferences 2020" (Two Sides North America).

© iStockphoto.com/tomograf (kraft paper), Bim (Recycling), Michael Burrell (mail bag), bortonia (recycle symbols)

Regroup and Retool



44% of B2B buyers during the COVID-19 pandemic are looking to maximize the value of their existing solutions rather than investing in new solutions.

Source: "B2B Marketing in Pandemic Times" (LeadMD, 2020)

© iStockphoto.com/Varijanta

Campaign Success with Direct Mail

84% of marketers say that direct mail improves their multichannel campaign performance.



Source: "State of Multichannel Marketing" (Demand Metric/PFL 2020)

© iStockphoto.com/sorbetto

Buyers Are in The Driver's Seat

Are you their destination?



In today's world of "information everywhere," marketers are no longer in the driver's seat. Buyers have the world at their fingertips, and they can access product information, reviews, and comparison data 24 hours a day, 365 days a year, from the convenience of their couches, offices, and favorite coffee shops.



Buyers—not marketers—are now in the driver's seat. In fact, one study found that B2B buyers are typically 57% of the way to a buying decision before they even engage with a salesperson (CEB Marketing Leadership Council). Some studies put this as high as 80%.

This is where content marketing comes in. By feeding buyers a regular



stream of content through a variety of marketing channels, you gradually draw them into the sales funnel and nurture them along until they are ready to buy. To do this, you must serve up that content where they are: in their homes through direct mail; at work through direct mail and email; and out and about through email, mobile, and social media.

Why do you need all of these channels? There are multiple stages in a buyer's journey, and each channel and type of content is more effective at different stages.

Stage #1: Product/brand awareness.

Before someone can make a purchase, they have to become aware of your product or brand. One of the best ways to do this is



Need help developing a content marketing strategy? That's where we come in. Let us help!

through direct mail. Email addresses and social media preferences change. Buyers can ignore Internet advertising. But nearly everyone looks at the direct mail that arrives at their homes.

Stage #2: Product research.

Once buyers are aware

of your product or category, they begin their research. The first step is generally the marketer's website (nearly half of buyers say vendor websites are one of the first three resources they use). You can also use email, marketing collateral, white papers, product samples, and other content to

gradually feed buyers information during the research phase.

Stage #3: The closer.

Once they've done their research, buyers are ready to contact you. At this point, your calls to action turn from engagement to closing the sale. Use email to follow up on direct mail CTAs or, if you are

engaging via email first, follow up with direct mail for a more powerful punch. Mix up your channels because you never know which channels a customer will respond to at any given time.

Source: DemandGen "B2B Buyer Survey Report" (2019)

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 campaigns cutting-edge and profitable.

Your buyers care about the kind of packaging you use. If you need help choosing a sustainable option for your print marketing, give us a call.



© iStockphoto.com/malerapaso



goodway group

of Massachusetts, Inc.
Inventive Solutions for On-Demand Communications

16 A Street
Burlington, MA 01803

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

