

### Campaign Summary

#### Objectives

- Convert and find new customers
- Program to manage direct mail
- Refine data list
- Market to the right audience
- Save money

#### Results

- Data enhancements resulted in a targeted audience
- Creative enhancements resulted in a concise and compelling way to communicate Arlmont's benefits
- Versioning and repurposing for channel marketing programs resulted in reaching 200 new homeowners in 20 cities
- Goodway delivered on a better program to manage Arlmont's direct mail budget, saving them \$6,600.00

## Arlmont Fuel Gets Pumped Up About Their Direct Mail Program



#### Summary

Arlmont Fuel is a full service fuel delivery and oil burner service company, offering home heating oil to Arlington, MA and surrounding communities. Home heating oil companies are facing many challenges these days including: competition from natural gas companies, competition from other home heating oil companies, and unpredictable oil costs.

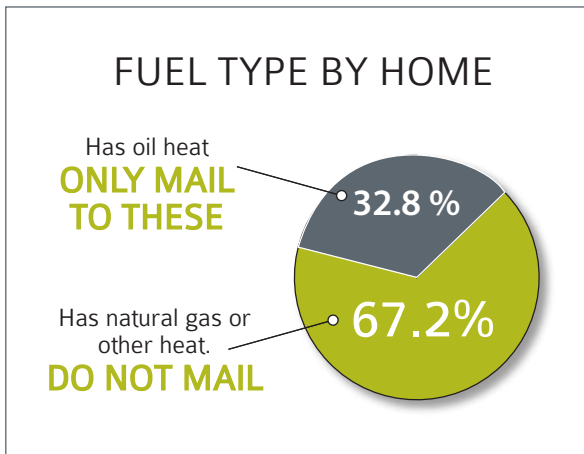
With so much competition for the same customer dollar, Arlmont was finding it increasingly difficult and expensive to find and convert new customers. Postage increases and ineffective campaigns further cut into ROI.

They realized that what they needed was not more prospects to mail to but a better program to manage their direct mail efforts.

# Goodway Group Case Study

## The Solution

Goodway Group of Massachusetts was consulted to review their current direct mail program to see what could be done to improve it. Goodway came up with three significant enhancements including:



## Data Enhancement:

Goodway researched and found out that since only 32.8% of the homes in Massachusetts use oil heat, mailing to a whole town (as previously done) was already dooming approximately 67.2% of the marketing dollars to the recycle bin with no chance of creating a single lead. Since conventional list brokers and data providers do not compile information on home structures but rather the people that live in the homes, a list of people who use oil to heat their homes did not exist. Goodway tasked their data partner to provide Arlmont with a list of homes within their delivery towns who use oil heat. Now they can mail only to homes with oil heat.

## Creative Enhancements:

Realizing that Arlmont's direct mail offers (a key part of any successful direct mail campaign) were compelling, Goodway did not need to change them. However, Goodway tasked their creative team and copywriters for a clear, concise and compelling way to communicate

these offers. The result was an easy to read oversized postcard with great imagery and eye grabbing copy.

## Versioning and Repurposing for Channel Marketing Programs

But Goodway wasn't done yet. Arlmont realized that they have different segments of their prospect and client list that needed to be reached differently. Also, they had a sister company Roberto's Fuel who specialized in one of these segments. Goodway's solution was to segment the list and version the postcard to the different market segments.

ESSEX COUNTY		
CITY	ANNUAL TOTAL	MONTHLY AVG
LYNNFIELD	164	14
Essex Totals:	164	14
MIDDLESEX COUNTY		
CITY	ANNUAL TOTAL	MONTHLY AVG
ARLINGTON	662	55
BEDFORD	238	20
BELMONT	337	28
BILLERICA	452	38
BURLINGTON	276	23
LEXINGTON	491	41
MALDEN	501	42
MEDFORD	661	55
MELROSE	390	33
N READING	30	3
NEWTON	1115	93
NORTH READING	220	18
READING	444	37
STONEHAM	313	26
WAKEFIELD	370	31
WALTHAM	692	58
WATERTOWN	494	41
WILMINGTON	261	22
WINCHESTER	375	31
WOBURN	435	36
Middlesex Totals:	8,757	730
Massachusetts Totals:	8,921	743

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Lastly, Goodway realized that the direct mail artwork could be re-purposed for two new channel marketing programs. These programs were introduced and set up by Goodway for Arlmont Fuel with a local realtor (also a Goodway Group direct mail client). One of the programs puts their offers into the hands of new homeowners on the day they take ownership of their new homes. Another program automatically reaches 200 new homeowners each week in 20 cities and towns with an oversized mailer or door hanger.

### Results

Thanks to the Goodway Direct Marketing Team's ingenuity and strategic partnerships, Arlmont saved \$6,602.00 (43.7%) on this campaign alone. This savings was realized while reaching the same number of oil using homes.

Arlmont also benefits by the newly formed channel marketing programs set up by Goodway. The newly designed marketing material is automatically being sent to new homeowners without Arlmont Fuel's time or resources being used.

Goodway delivered on a better program to manage Arlmont's direct mail budget by taking time to understand their business challenges and coming up with creative ways to enhance their direct mail program.

*Offers are put in the hands of new homeowners the day they take ownership.*

*Another program automatically reaches 200 new homeowners each week in 20 cities.*



## Corporate Background

Goodway Group of Massachusetts is a ninety-year-old privately held print, marketing, and distribution company headquartered in Burlington, Massachusetts. The company has a proven history of recognizing industry trends and responding to those trends with new technology and innovative solutions. Today, the company is focused on developing and delivering web-to-print programs to meet the demands of their clients.

To learn visit [www.goodwaygroup-ma.com](http://www.goodwaygroup-ma.com)  
or call 781-272-2690