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Inventive Solutions for On-Demand Communications

THE
GOODWAY
PROFIT

Going Big!

5 Secrets for Success with
Wide-format Retail Graphics

Take a Fresh Look at
Direct Mail Offers with
A Proven Record

Unboxing Experiences
Can Create a Great
First Impression

PLUS:

- Marketers Expect Increased Budgets This Year
- Communicate Brand Value with Content
- Shoppers Try New Brands During the Covid-19 Pandemic

LOOKING FOR NEW IDEAS?

Try these direct mail offers that have a proven track record



Just like fonts, colors, and design style, the techniques used in direct mail marketing change with the times. Just look at a magazine or a catalog from a decade ago. But there are some approaches that stand the test of time. Tapping into timeless principles can help you create offers that resonate with your customers yesterday, today, and tomorrow. But how do you come up with those offers?

One way is to search the database of Who's Mailing What!, an online archive of more than 100,000 direct mail pieces. WMW! offers many filters, one of which is



“grand controls”—campaigns that run over and over. What better way to get ideas than to see what has worked for others?

Let's look at some of the offers used by mailers in WMW!'s “grand controls” group:

You're pre-qualified.

When it comes to buying power, credit approval is everything. Whether recipients are worried about their creditworthiness or not, the appeal of guaranteed approval will always resonate with a portion of your audience.

No annual fee.

While not as many credit cards have annual fees as they used to, this offer appeals both to the lure of “free” and FOMO—the fear of missing out. “This is a good deal. What if I pass on this offer and the next card offer isn't as good?”

\$0 fraud liability.

No one wants to be on the hook for a scammer. Not being held financially responsible for fraudulent activity is an appeal that never goes out of date.

Earn more cash back or let rewards pile up.

Who gets tired of hearing that they can earn free stuff? Nobody!

Get credit moving in the right direction.

Ah, the power of the credit score! Even if a recipient's score is good, it could always be better, right?

Flexible payment dates.

This offer automatically gets people thinking about the possibility of the unexpected. What if they lose their jobs? Or have an unexpected expense that prevents them from making their payments one month? Desire for security is a powerful motivator.



Membership/opinion survey.

Consumers love to be heard. Whether it's 1981 or 2021, this message never gets old.

Notice that these "grand controls" tap into emotions that are baked in to the human psyche. These motivators don't change, so it's no wonder that these direct mail offers continue to produce results.

How can you apply these concepts to your own marketing?

Marketing Budgets Climb



70% of marketers expect to increase their marketing budgets in 2021.

Source: CMO Council (2021)

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Communicate Value With Content



61% of marketers say that content marketing is critical for communicating brand promise and value.

Source: CMO Council (2020)

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Going Wide

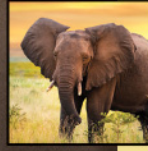
5 secrets for success with wide-format retail graphics

You've spent a lot of time developing targeted, personalized campaigns to drive traffic into your stores. Once people get there, do they find what they need? Does their time in-store continue that positive experience? Or does it result in frustration and disappointment?

When it comes to creating positive shopping experiences, wide-format graphics can play an important role. They help with navigation, introduce customers to new products, and announce discounts and sales. Done well, they can even make customers less price-sensitive.



HERE ARE FIVE TIPS FOR MAKING THE MOST OF RETAIL GRAPHICS:



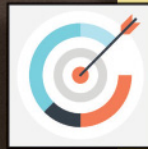
1. Images over text.

You'd think that larger graphics would support more text, but the opposite is true. Oversized signage and displays are most effective when they feature pictures rather than words.



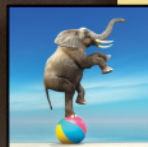
2. Use white space.

Don't clutter up the graphic. Eye-catching images and bold color/contrast grab attention. Use white space to keep the background clean and simple.



3. Understand who, what, and why.

Designing in-store signage is not dissimilar to designing a postcard or email blast. Know who your shoppers are and what they are looking for. For example, are your shoppers locals who come into your store on a regular basis? Or do they tend to be tourists for whom the layout and organization of the store is unknown? Are they looking for a specific product that has been advertised? Or are they likely to be just browsing? All of these factors will influence the type and design of the graphics you use.



4. Make it different.

Studies have shown that in a retail environment contrast is key to attention. If you are selling beach clothing in blues, greens, and pinks, for example, create signage that is bright yellow or a high-contrast purple. Don't let your graphics blend into the background.



5. Reduce price-sensitivity with good navigation.

Did you know that when customers can easily navigate the store to find what they need, they are less sensitive to price? That's right! The reverse is true, as well. When shoppers have trouble finding what they need, they become much more likely to bail if the price is higher than expected.

Wide-format graphics are powerful tools in a retail environment, but there is more to them than making them pretty. Once you understand what makes in-store signage "tick," you—and your customers—can get the most out of them.

The Unboxing Experience

Creating a great first impression with your brand is more important than ever

In a world defined by virtual and digital interactions, positive, tactile experiences are a delight to the senses. This is why improving the “unboxing experience” for packaged products is growing in importance among product marketers.

The “unboxing experience” is how buyers feel when they first open the package and engage with its contents. This experience might be dull as dirt (like taking a pair of shoes out of a cardboard box in a shoe store) or, like opening the box for a new Apple iPhone, it can be a multisensory extravaganza.

Whether you are selling online or in a brick-and-mortar environment, a great unboxing experience increases brand satisfaction, boosts brand engagement, and is something that your customers remember and look forward to in their next order. But how, exactly, do you create one?

Try one of these proven ways—or all three!

1. BRAND IT.

Companies with the best unboxing experiences create custom branded packaging. This is packaging that is unique to you and includes your company name, logo, and any other graphics or text you want to include. It’s not just “any” box. It’s your box, and everything about it reflects your brand. According to a study by Dotcom Distribution, 40% of online shoppers would share an image of their purchase on social media if it came in branded packaging.

2. GO PREMIUM.

Use premium materials to create a sense of luxury.

One company that does this extremely well is Apple. All Apple products are delivered in minimalist white boxes with shimmering metallic letters. Boxes are made of premium materials with a soft-touch coating and fit the products like a tailored suit. Unboxing is truly a delightful sensory experience that makes people feel they’ve just done something special.

3. GET CREATIVE WITH INSERTS.

Don’t just send the product. Include inserts that delight, as well. Examples include personalized thank-you cards or fun product-related information. One organic

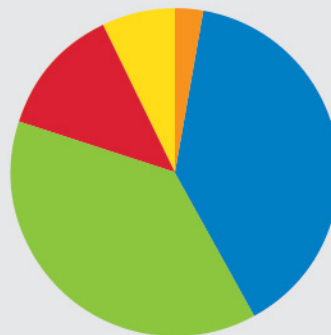
goat-milk soap company, for example, includes a card with each bar of soap with a picture and the names of the goats from which the milk was taken. “Your soap was hand-crafted from the milk of Daisy, Lina, and Ana. They say, ‘Thank you!’”

Think of unboxing as being like the product’s grand entrance at a royal event.

The more excitement generated around it, the more special the product—and by extension, your company—is perceived to be. If you’re going to make an entrance, make it memorable in the best possible way.

ENHANCED PACKAGING AND THE “UNBOXING EXPERIENCE”

As more people are ordering online because of the pandemic, is your company seeking ways to improve customers’ “unboxing experience” by enhancing the packaging your products are shipped in?



- 39% - Yes, working to enhance the shipping box
- 38% - Yes, working to enhance the primary packaging
- 13% - Not yet, but we're considering it
- 7% - No
- 3% - Don't know

Source: US Vertical Vision Study: Vertical Industry Views from a Socially Distanced Perch; Keypoint Intelligence 2020



Welcome to the latest issue of *1:1 Messenger*. This newsletter is designed to provide you with information that will keep your 1:1 print campaigns cutting-edge and profitable.

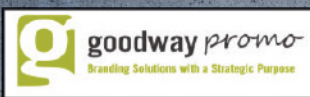
Planning your next direct mail campaign? We can help you explore offers that will resonate with your customers.



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Treat your valued employees to this great welcome back kit! Five kits range in price \$11 basic to \$36 premium (pictured below) Kits are packaged into a cinch pack for easy distribution.

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Sample Kit

www.goodwaygroup-ma.com/returntoofficekit
*Contents are fully customizable. Minimum quantity 200