



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

THE
**GOODWAY
PROFIT**

Show Them The Way!

Make Your Business
Easy to Find with
Personalized Maps

Stand Out! Engage
Your Audience with
Creative Gatefolds

How to Write
Marketing Copy
That Sells!

- Use Third-Party Data to Understand Customers Better
- Personalization Helps Marketers Exceed Revenue Goals
- Businesses Know Customers Better in 2021 vs. 2020



SHOW THEM THE WAY!

Make your business easy to find with personalized maps



If you have a brick-and-mortar business that relies on foot traffic for sales, personalized mapping may be one of the best tools you can use to drive business.

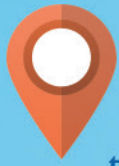
With personalized maps, you are basically putting Google Maps onto paper. For each recipient in your database, a geo-mapping program dynamically generates a map from the recipient's home or office directly to your store, restaurant, or venue. It shows the street directions, key landmarks, and even provides distance

and drive time, if desired: "Jen, you're only 3 minutes from the hottest shoe sale this year!"

The value of such maps cannot be over-estimated. Our brains process images so quickly that we can recognize images and take in their content within 1/100th of a second. By contrast, we can take in and process only 5-7 words within a second or two. No wonder a picture is worth a thousand words! Personalized maps help the prospect visualize getting to your location. Once they visualize the trip, they are much more likely to make it.

What might this look like in a real campaign? Let's say you are opening a new dental practice. You might purchase a mailing list of homeowners and renters within five miles of your new location, then send out a direct mail piece with the headline: "GRAND OPENING! The Best Dental Care in [City]! Just Minutes from Your Home!"

Each piece includes a personalized map from the recipient's home to your new office that not only shows the location, but uses a red line to show the exact route new patients would take. They can see the streets, the cross-streets, and landmarks along the way. Each



Are you opening a new location, promoting an event, or having a sale? Personalized maps could be just the trick to turbo-charging your success!



map can include the actual estimated drive time—just like Google Maps—so they can see how fast and easy it is to get there.

Personalized maps can be helpful when a business is close, but they can also be helpful when the business or event is farther away. Especially if it's in an unfamiliar location, a map can provide confidence in finding you. This is particularly helpful for older audiences who might not feel comfortable navigating with mapping apps on their mobile phones.

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Get to Know Your Customers Better

65% of businesses feel they know more about their customers in 2021 than they did in 2020.

Source: *Insightly (2021)*



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Sales Climb With Personalization

83% of marketers who use personalization techniques are exceeding their revenue goals.



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SIX PRIMARY MOTIVATORS THAT MARKETERS TAP INTO

- **Physical**
(food, shelter, clothing)
- **Security**
(protection, safety, privacy)
- **Love**
(social acceptance, belonging)
- **Esteem**
(approval, independence, status)
- **Self-actualization**
("be all you can be")
- **Altruism**
(desire to "do good")

WORDS HAVE POWER

Write marketing copy that sells!

When you are selling a product, promoting an event, or driving subscriptions, you want marketing copy that sells. Fortunately, there are some basic principles that can help you craft copy that moves your audience to action. These principles work because no matter who the buyer is—young or old, fast-food junkie, or organic fanatic—we all have the same set of needs (or underlying motivators) that drive our purchases.

While some products and services meet more than one need, you'll generally get better results by picking the one most relevant to your product.

Say you sell home security systems. You could pick any number of motivators. The most obvious is security:

"If your house catches fire while you are not home, would you be able to save it?" But you could use others, too. For example, love: "Your kids already think you're the world's greatest dad. How much more will they love you when you protect them with the

world's greatest home security system?" Or esteem: "Does your neighbor have better security than you do?"



Once you pick the right motivator, you can follow these simple principles to drive your message home.

Keep it simple

Grab the buyer's attention. What is the one thing that matters most to them right now?



Provide details

Give them concrete details about the benefits of your offer. "Acme Home Security saved 563 homes from destruction by fire last year." Or "Switching to Acme Home Security can save you \$333 per year."

Be credible

Back up your claims. Use testimonials from experts and customers. Add badges and certification logos. Offer a money-back guarantee.

Get emotional

Make people care about what you are selling. Use stories to tell how your product benefited real people just like them.



Call them to action

Once you've got their attention, include a powerful call to action. "Don't wait! Call us today before it's too late!" Or "Act now before the price goes up!" Don't assume your prospects will take this step on their own.

Use these items as a checklist next time you create your marketing copy.

Then see what a difference using this approach can make for you.



Behold the Paper Fold!



Engage and delight your customers with a simple, interactive gatefold

We're all familiar with the trifold brochure or self-mailer. But there are other exciting folds, too. Mixing it up, whether in marketing collateral, event invitations, or direct mail, can add interest and get your audience engaging with your pieces over and over again. Here are four types of folds that are easy on the budget and that can help add flair and interest to your promotions. They are called gatefolds.



Classic Gatefold

This format starts with an over-sized sheet, then is scored and folded into three panels, with the two outside panels folding in so that they meet in the middle. The classic gatefold opens—you guessed it—like a gate. This is a cost-effective format that gives you six total panels to work with, yet folds down into a standard mailing size.



Asymmetrical Gatefold

This is like a traditional gatefold, but the folds are

offset so that one flap is larger than the other. This interesting fold provides the same amount of surface area for your message, but adds variety and visual interest.



Closed Gatefold

This format starts with an even larger over-sized sheet, then folds down one additional time, giving you a total of eight panels. You can orient this fold so that it opens horizontally or vertically, in both portrait and landscape formats, giving you a lot of creative flexibility. The closed gatefold offers you both a "first view" (when you first open the piece) and a "second view"

(when you open it up further), generating excitement by allowing your story to unfold sequentially.



**Gate or Closed
Gate with Pocket**

Want to give something away? Provide a free

sample, add a card, or offer some other promotional item? Gatefold pieces can include interior pockets into which you can tuck your gift or sample, creating surprise and delight. Using different types of folds is a great way to create engagement and get your audience opening and closing the piece multiple times. This exposes them to your message over

and over, reinforcing that message and helping them to remember it. Interesting folds also increase the chances that they will share the experience with someone else.

Want your audience's attention? Gatefold it!

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

Folded paper can delight and engage. Learn how to create a fun, interactive experience for your customer with a simple gatefold on your next direct mail piece.



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Inventive Solutions for On-Demand Communications

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