

Circular Design Makes Sense

Create an Impact with Earth Friendly
and Budget Conscious Design

The 5 Most Consistent
Direct Mail Trends You
Can Apply Today



Online Print Portals Help Manage Projects,
Inventory, and Save Time and Money

- Customer Feedback Is Vital to Businesses Amid the COVID-19 Pandemic
- Most Consumers Prefer Receiving BOTH Printed and Digital Mail
- Online Sales Increase When Consumers Receive Multiple Channels of Marketing

WHAT'S TRENDING?

The 5 Most Consistent Direct Mail Trends That You Can Apply Now

The national direct mail database Who's Mailing What! (WMW!) recently analyzed its database of more than 130,000 mail pieces to find the strongest, most consistent direct mail trends over the past 20 years. We've picked five that we think are most relevant to small to mid-sized businesses. How many of these do you see in your own marketing?

1. Postcards are on the rise

Between 2009–2021, the number of postcards being mailed increased by approximately 20%, while self-mailers and envelopes declined slightly. This trend is in line with the next one, which is ...



2. Businesses are using less copy

Over the past 20 years, WMW! found that the number of words used in direct mail pieces has declined, on average, by 62%. Direct mail is also using shorter sentences, more concise paragraphs, and bullet points. Many campaigns have replaced



text with images, charts, and graphics that provide quick, easy comprehension in today's fast-paced world.

3. Focus on print-to-digital

Whether businesses are engaging with their audiences with QR Codes or driving them online to their websites or social media channels, the interaction between print and digital channels is rocketing. The use of user names (@username), QR Codes, and digital CTAs such as “follow us” or “visit our website” have doubled in the past four years.





4. Sustainability messaging is hot

Buyers care about the environment, and they appreciate brands

that show they care, too. The WMW! database was established 20 years ago, and of the direct mail messaging that contains a sustainability element, 75% has come in the last five years.

5. Even young companies are using direct mail

When WMW! looked at the age of the companies in its direct mail database, it found that the percentage of companies founded in the 1980s, 1990s, 2000s, and 2010s was nearly identical. Very young companies like Uber Eats, DoorDash, and Payson are all using direct mail.



Why has direct mail remained strong, even in the age of digital? Who's Mailing What! editors wrapped it up concisely:

- Done right, it has a higher response rate than digital channels.
- It reaches audiences that digital channels don't.
- Using paper, ink, and interesting finishing, even young companies can stand out from their older, more established competitors.

The numbers don't lie—direct mail still works!

Customer Feedback Is More Important than Ever

87% of businesses say that customer feedback has become more important since the start of the COVID-19 pandemic.



Source: SurveyMonkey/GetFeedback

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Your Customers Still Enjoy Real Mail

71% of consumers want a blend of both physical and digital mail.



Source: The CMO Council

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Circular Design Makes Sense



*Make an Impact with Earth Friendly
Design And Save Money Too!*

If you are concerned about protecting the environment, you'll love circular design. "Circular design" is based on the larger concept of the circular economy, which tackles global challenges like climate change, waste, and pollution by transitioning from a linear economy (make, use, dispose/waste) to a circular one (recycle, reuse, repurpose). This allows businesses and consumers to make the most of our natural resources and tackle these challenges together.

Love the idea? We do, too! Here are five elements to circular design as they relate to marketing and packaging materials:



1. SOURCING

Are your paper, paperboard, or signage substrates ethically sourced? If you are using paper-based substrates, where does the fiber come from? How was it harvested? If the substrates are made from petroleum, are there other, more earth-friendly alternatives? For example, did you know there are paper-based options even for outdoor signage that will still meet criteria for durability and weather-resistance?



2. PRINT PRODUCTION

What type of press is being used to print your jobs? Digital presses eliminate on-press chemistry and reduce environmental impact, but there are sustainable solutions for offset, as well. Is your print provider using smart impositions and batching to minimize paper waste? Can you use soft (or online) proofing to eliminate the environmental impact of printing and physically delivering a hard-copy proof?



3. DELIVERY

How are the products being transported? If you are printing packaging, for example, you might want to consider using substrates that are lighter in weight to reduce the amount of fuel used to transport the products. Or “right-size” your packaging to minimize the use of unnecessary material.



4. CONSUMPTION

How will the materials be used? Circular design takes into consideration things like bulk packaging over single-use packaging to minimize the amount of product that needs to be recycled or that goes into a landfill.



5. RECOVERY

What will happen to the products once they have been used? Choosing recyclable substrates is one thing, but encouraging and making it easy for consumers to recycle them is another. While many types of plastic signage, such as Coroplast, for example, are recyclable, many people will simply put them in the trash anyway. Consider using paper-based options or adding a recycling logo to make people more likely to recycle them. Some companies encourage their customers not to recycle their packaging and materials, but to compost them.

By taking into consideration these five principles, you can go a long way toward designing marketing and packaging projects that are friendly to the earth—and because they involve reducing waste, they can often save you money, too.



Using an Online Print Portal Can Save You Time And Money



Printing Comma

You've probably heard about the many benefits of electronic storefronts. Or maybe you've heard of them as "e-commerce portals," "branded portals," or "web-to-print portals." Whatever you call them, these useful tools allow you store, manage, and customize your print projects online.

- **Need 500 copies of a product brochure? Order them on demand without ever speaking to a salesperson.**
- **Need to regularly update prices, swap out images, or tweak the copy in catalogs and company manuals? Ditch your warehoused inventory, keep products updated in real time, and print as you go.**
- **Want to enable store managers to create their own promotions without compromising the brand? Offer online templates for direct mail, signage, and email with all of the branded elements locked down.**

› REVIEW

The print-on-demand benefits of these portals are endless. But there are other benefits, too, such as full visibility into inventory and ordering, that are less understood and under-utilized. With customizable reports, you can gain full visibility into which products are being ordered, when, and by whom. You can select monthly, quarterly, or



and Central

annual reports, and you can get information in real time, too.

› MANAGE

For example, is there a brochure that is not moving? If so, this knowledge gives you the opportunity to ask why. Is it a new product that you haven't promoted properly, so it isn't being used because users do not realize it is there? Is it an old product that isn't being used because it needs to be updated? Has the brochure

become irrelevant? Does it simply need to be removed from the system?

› EDIT

Just because something is slow moving does not mean it needs to be removed, however. For some slow-moving sellers, you may simply want to move them to print-on-demand to free up warehousing space. Or, conversely, you may find that certain products are now selling like gangbusters, so you want

to move them from POD to bulk printings to be picked and packed from the warehouse.

› SHIP

You can also identify opportunities based on user behavior. Say you sell your products through distributors, and sales of several of the distributors are lagging. You check their order history and find that they order fewer marketing materials than other distributors. You set up

a training session on how to use these materials, provide incentives for ordering them, and lo and behold! Sales start to increase.

› TRAIN

With most online portals, you can access reports 24 hours a day, seven days a week. Take advantage! Use the information to optimize your library and get the most out of the marketing materials that you have invested in.

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.

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



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Inventive Solutions for On-Demand Communications

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About This Issue

PAPER

80# Endurance Gloss Text

EQUIPMENT

Xerox Igen 4

DESIGN PROGRAMS

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

FONT FAMILIES

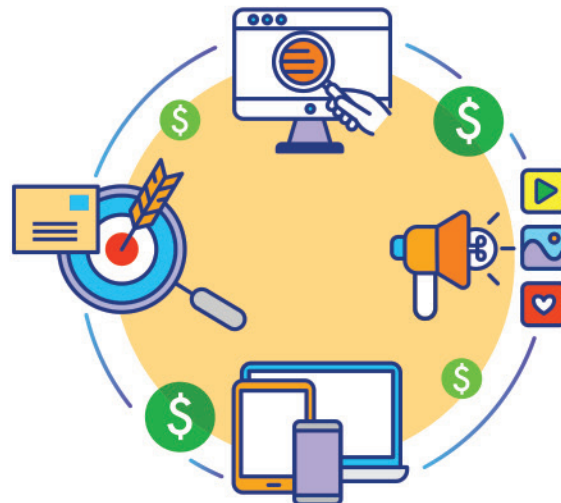
Chaparral Pro

Gill Sans Std

TFForever Two

Engaged Customers Spend More!

10% Higher level of spend from online customers when engaged with multiple channels.



Source: Business 2 Community

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