

Earth-Friendly Printing

5 Great Tips For Sustainable Marketing

Save Money with an
Updated Mailing List

Make an Impact with
Dimensional Print

- Ad Sales Expected to Grow in 2022
- Good Customer Experiences Lead to Repeat Purchases
- Omnichannel Campaigns Produce More Engagement

Addressing Your List

How much is returned mail costing you?

When a mail piece is returned to you as “undeliverable as addressed” (UAA), what does it cost you? It’s not just the design, production, and mailing costs, although those are important, too. There are other, hidden costs that balloon your costs even higher. Fortunately, with a few proactive steps, you can minimize UAAs and maximize your spend.

What causes mail to be returned as undeliverable? The top three reasons are as follows:

1. The addressee has moved.
2. The address is incomplete, incorrect, or illegible.
3. The addressee is unknown or deceased.

The Office of Inspector General (OIG) estimates that these, along with other factors, cost the mailing industry \$20 million per year, with the average total cost per piece of \$3. With an average of 10% of a business’s direct mail returned as undeliverable, this means if you send out 15,000 mail pieces, 1,500 of them are likely to be returned at a cost of \$4,500. But the actual costs can be higher.

COSTS ASSOCIATED WITH RETURNED MAIL

CALL CENTER	Inbound customer service calls relating to missing statements, benefits, etc.
PRINT AND POSTAGE BUDGET	Recurring statements being sent to the same incorrect address, along with the need to reprint the pieces that were undelivered.
MAIL CAPTURE	Employees opening, extracting, and handling physical UAA mail.
ADDRESS RESEARCH	Employees opening, extracting, and handling physical UAA mail.
IT AND DATA MANAGEMENT	Manually keying information or loading batch files into the host system to note mail that has been returned UAA.

Source: Pitney Bowes

In certain industries, there can be compliance costs, as well. Fines can be imposed if important documents don’t reach recipients within mandated notification windows (such as those specified by the Truth in Lending Act).

Pitney Bowes estimates that, when all factors are considered, UAAs can actually cost up to \$25 per piece. Suddenly, that \$4,500 cost on a 15,000-piece mailing balloons to \$37,500.

What’s the answer? Get it right the first time. Take the time to de-dupe your mailing list so that you are sending only one piece to



each recipient or household. Run your mailing list through all of the appropriate mail services, such as the USPS's National Change of Address (NCOA) and Address Change Services (ACS) on a regular basis. (More than 30 million people change postal addresses every year.) Since only 60% of people who move file an address change with the USPS, consider using Enhanced NCOA, which provides updated addresses through third-party sources.

Make every mail piece count!

Ad Sales to Climb

12% growth in ad spending is expected in 2022.

Source: IPG

The image shows a hand placing a wooden block on top of a stack of four blocks. Each block has a green arrow pointing upwards, representing growth. The blocks are arranged in a staircase pattern, with the tallest stack on the right and the shortest on the left.

Happy Customers Come Back for More

91% of consumers are more likely to make a repeat purchase after a positive experience.

Source: CMO Council

The image shows a hand holding a white speech bubble. Inside the speech bubble is a green square sticker with a black smiley face, representing a happy customer.



HOW TO Practice Earth-Friendly Printing

*5 tips for sustainable print
that go beyond recycled paper*

We all want to be friendly to the earth, but what is the best strategy for doing so? Often, our first thought is to use recycled paper, and this is an important step. Yet there are other ways to make earth-friendly decisions when designing and ordering print materials. Let's look at five simple ways beyond recycled paper to make your print more sustainable.



1. Spec paper with virgin fiber. While this might seem counterintuitive, virgin fiber is an important aspect of the sustainable print lifecycle. Sixty percent of forests in the United States are privately owned. Demand for pulp-based products keeps our forests a viable source of income for forest owners, making them a valuable asset. If private forests don't provide revenue, they risk being sold for other revenue-generating opportunities.

Virgin fiber is also a vital component of the recycling stream. Paper fibers can only be recycled five to seven times before they are no longer usable. To maintain a strong, high-quality pool of recycled paper, virgin fiber must be flowing into the system.



2. Look for environmental certifications. When purchasing any type of paper, whether with virgin fiber, recycled fiber, or both, look for paper that has been certified by environmental organizations such as the Forest Stewardship Council (FSC), Sustainable Forestry Initiative (SFI), and Programme for the Endorsement of Forest Certification (PEFC). While each certification is slightly different, all signify that the paper you purchase is coming from sustainably managed forests and is harvested in ethical and ecologically sound ways.



3. Ask for environmentally friendly inks and coatings. While solvent-based inks and coatings have many benefits, including extremely high scuff-resistance, their use in the print production process emits toxic fumes, and the resulting products cannot be recycled. Water-based inks and coatings, on the other hand, have high performance qualities and do not emit toxic VOCs. Many coatings allow the paper to be repulped and recycled, as well.



4. Avoid lamination. If you're specing packaging, try to avoid designs that require lamination. Once plastic film is laminated to paper, that paper becomes much more difficult for mills to depulp and reuse.



5. Clean and de-dupe your mailing list. Nothing says "waste" like undeliverable mail. For the lowest environmental footprint, keep your mailing list accurate, up to date, and free of duplicates.

Any one of these steps will improve the sustainability of your print projects. Do all five and you're a sustainability hero!

GOING DIMENSIONAL

Make a maximum impact with 3D print marketing



Let's hear it for dimensional print! Woo-hoo! What makes dimensional print so great? It is impossible to ignore. These 3D pieces also invite interactivity, which gives your audience more time to interact with your message or brand. High levels of interactivity increase psychological ownership and retention, which increases sales.

What are some ways that you can incorporate dimensional print into your marketing?

DIRECT MAIL

Dimensional mailers are those that mail flat, then pop into 3D shapes when opened. Rather than announcing your new store opening with a postcard, for example, send your top customers an invitation that pops into the shape of a storefront. Promoting season tickets to your local concert venue? Rather than blasting out the usual email, send regular patrons a 3D mailer

with pullouts, flaps, and pockets that allow them to explore different areas of the venue interactively.

INVITATIONS

Why should all invitations look the same? For the annual fundraiser, go all out. Instead of using the traditional letter to invite high-end donors to your annual black-tie event, deliver them a personalized ticket with metallic embossing in a luxurious box.





TABLE TENTS

These highly visible marketing pieces are “can’t miss” in the center of a table. Whether it’s at a restaurant or corporate retreat, use table tents to promote products, services, or upcoming events. When



those tables are filled with guests, you can make a huge impact!

PACKAGING

Who says packaging has to be a boring box? Use “boxes within boxes,” luxurious coatings, and inserts to create a memorable unboxing experience. Make a statement and communicate a deeper, more lasting brand impression than just “Here’s your stuff.”

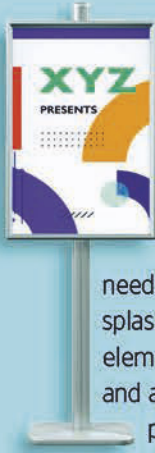
CUT-OUTS

Sometimes marketing is serious. Other times, you can

engage your audience and build goodwill simply by letting people have fun. Create an element of whimsy with life-sized cutouts of the boss, celebrities, or sports figures. Create openings for participants to peek through their faces and encourage them to take silly pictures and post them on social media.

DISPLAY STANDS

Why spread marketing materials out on a flat table



when you can create a one-of-a-kind display? 3D stands are lightweight and can be moved around as needed. They add a splash of color, an element of dimension, and attention-grabbing power.

Who says print marketing has to be flat? Get creative—and go dimensional.

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.

Learn about earth-friendly practices (in addition to recycling) that create more sustainable printing.



goodway group

Inventive Solutions for On-Demand Communications

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About This Issue

PAPER

#100 Endurance gloss text

EQUIPMENT

Canon i300 InkJet Press

DESIGN PROGRAMS

Adobe InDesign
Adobe Illustrator
Adobe Photoshop

FONT FAMILIES

Chaparral Pro
Gill Sans Std
TFForever Two

Omnichannel Success

19% of recipients engage with omnichannel campaigns vs. 5.4% for single-channel campaigns.



Source: Omnisend