

# Drawing Customers Into the Sales Funnel



Loyalty Programs  
Benefit You and  
Your Customers

Create and Promote Compostable Direct Mail

- Lead Generation Is a Serious Challenge for Most Marketers
- A Low Percentage of Social Media Ads Are Reaching Their Target
- Online Shoppers in North America Prefer Recyclable Packaging



# Direct Mail with a Green Message

*Compostable mail is returned to the earth for the ultimate in sustainability*



Once direct mail, marketing collateral, or other printed materials have been read, there are multiple ways to keep them out of the landfill. Most people automatically think about recycling, but what about composting? It's a little unconventional, but composting has lots of benefits.

Consumers place a high priority on doing business with companies that are sustainably focused. The more you can bring out your sustainability message, the better.



## WHAT IS "COMPOSTABLE"?

What, exactly, does "compostable" mean? Compostable means that when exposed to air and water the item will decompose, leaving only nutrients that can be returned to the earth. In the world of print, these components include the substrate, the inks and coatings, and any glues or adhesives.

Designed correctly, compostable print materials can be safely placed into a composter or buried in the garden.

What makes composting a great option? Recycling is important for keeping volume out of landfills and returning fiber back to the circular economy. At the same time, the process uses energy from electricity or fossil fuels. Recycling requires energy to transport the recycling, energy to separate the recyclables into the appropriate streams, energy to break them down into components, and energy to turn them back into new products. With composting, it takes only the human energy to open the top of the compost bin or dig a hole in the dirt and toss the items in.

The effort to promote compostability is small, but the payoff can be big. Think about the benefit to your sustainability message if you added a small compost logo and tagline to your newsletters or direct mailers saying, "Compost me!"

What a powerful message!

## COMPOSTABILITY REQUIREMENTS

What changes do you have to make to claim your print materials as compostable? Not much. The elements of the piece must biodegrade naturally, so you need to stay away from the following:

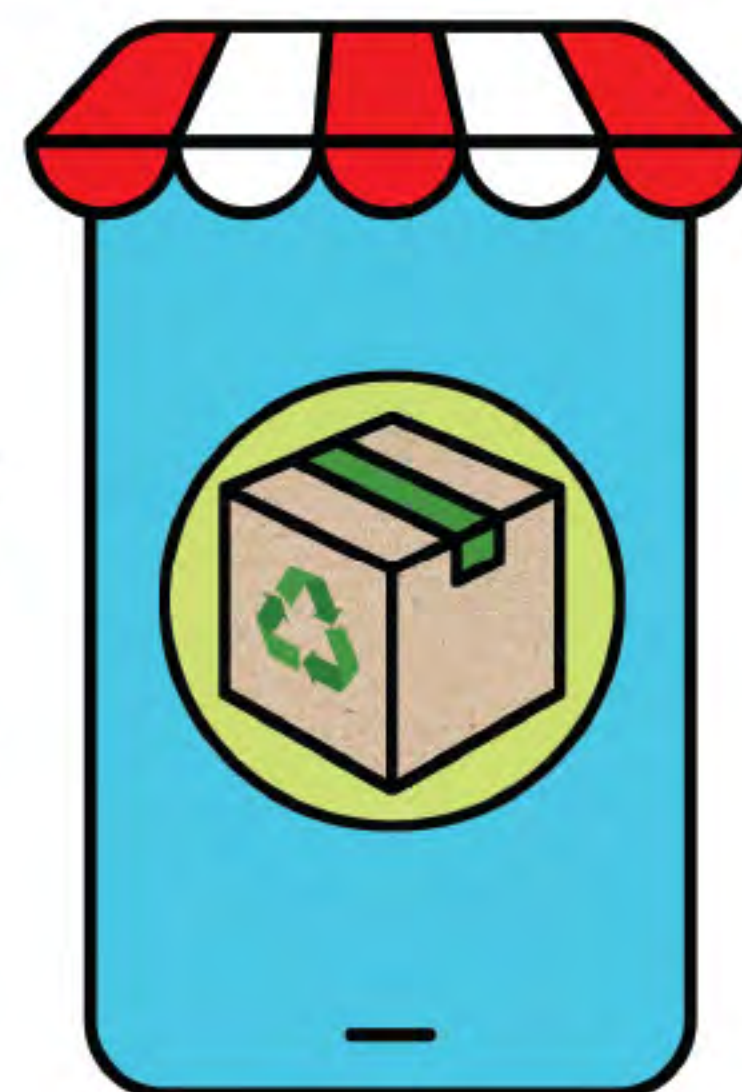
- Metallic inks
- Foil
- UV coating
- Laminates
- Non-biodegradable adhesives

If you really want to "wow" your customers, there are specialty papers containing seeds that are meant to be composted—by planting them and turning the paper into a flowering garden.

Love the idea? Let your customers know that you care about the environment and are going above and beyond to do your part. After all, what says, "I care about the earth" more than the word "compost"?

## Recycled Packaging Is Paying Off

**40%** of North American shoppers are more likely to buy a product online if the packaging is recyclable.



Source: Shopify

## Where Are Your Ads Landing?

**5%** of social media ads reach their intended audience.

Source: Sotrender





Call to Action

Access to Information

Provide Content

Follow Up

# What's the Attraction?

## *How to Draw Customers Into the Sales Funnel*

If you are like 61% of direct mail marketers, lead generation is your number one business challenge. Indeed, a HubSpot survey found that more than half of marketers spend at least half of their marketing budgets on generating leads.

Lead generation is critical because not all marketing contacts result in a sale right away. With high-priced products such as financial services, it often takes time to win a prospect over. You may send out 10,000 postcards, knowing that only a few recipients will open an account, and that of those who do, even fewer will do so based on the first mailing. That's why the journey for larger, more complex sales is often described as a funnel.

What does this funnel look like?

At the top of the funnel is your initial call to action.



This offer isn't designed to sell right away. It's designed to attract interest and get people to seek more information. As soon as your audience responds, such as by going to your website or clicking a link, they have entered the funnel. These are called "warm" leads.

Once people respond, they move deeper into the funnel.



Maybe they sign up for a free trial, ask to have a brochure mailed to their home, or take some further action. There are fewer people in this category, so as they continue to express interest, we describe the funnel as getting narrower (fewer people), but deeper (more interested).





As buyers move further into the funnel, drip content is necessary to keep them moving.



This might be spec sheets, product comparisons, customer testimonials, and other content that helps them make a decision. Every time a customer requests more information, they are moving even deeper into the funnel.

Once people have shown enough interest, follow up with a phone call.



These are “hot” leads. By sending salespeople only those leads that are most likely to convert, you are maximizing the use of their time and, thereby, your profitability.

Highly targeted direct mail is a great way to draw leads into the top of the funnel.



From there, continue to feed prospects the right information, at the right time, to draw them in more deeply. Use all of the channels at your disposal to drip the right content—little by little as appropriate to each stage of the process—until the prospect is ready to say yes!





# Loyalty Matters

*Find out what your customers value to create a successful program that benefits everyone*





When you pass colorful signage promoting a store's loyalty program or receive a postcard reminding you to redeem the rewards points you've earned from your favorite brand, does this prompt you to think about the benefits of your own loyalty program? If not, perhaps it should.

**B**etween half and three-quarters of U.S. consumers belong to a loyalty program.

Shoppers love these programs because they give them more value and let them earn cool stuff. Businesses love loyalty programs because they keep customers engaged and increase lifetime customer value.



Simply put, loyalty programs are a win-win for both sides.

Not all customers are looking for the same things out of a loyalty program, however, so it's important to match your program to what your customers want. According to a new study from Sailthru, the top three reasons customers join loyalty programs are as follows:

- 51% Earn points to redeem offers
- 20% Save money
- 15% Receive products for free or at a discount

Note that while some customers join loyalty programs to save money, this isn't always the primary reason. Consumers are more than twice as likely to jump on board to earn points and redeem offers.



Aren't redeeming offers and saving money the same thing? Not always. Earning loyalty points is much like a game—there is excitement associated with building up points and seeing what you can snag, especially when offers are continually



changing. That's because loyalty programs often tap the power of FOMO, or "fear of missing out."

"Offers" can also mean a variety of things beyond free or discounted products. For example, they include things like:

- Sneak peeks at new products.
- Access to exclusive VIP-only events.
- Free or discounted shipping for online orders.
- Access to new releases before everyone else.
- Free product samples.

Among younger consumers, insider offers and VIP deals are more popular reasons to join a loyalty program than among older shoppers.

Beyond customer engagement, there are other benefits to starting or promoting a loyalty program. Customers who belong to such programs are more likely to provide their personal information in exchange for more personalized experiences. More than 70% of consumers are also more likely to recommend a brand if it has a good loyalty program.



If you don't have one already, consider getting your "loyalty program on." But be creative. Understand what offers your



customers see as most valuable, then develop unique and interesting benefits to keep them happy and engaged.



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.

Learn how to attract new business leads, and convert them to customers.



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16 A Street  
Burlington, MA 01803

## 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

## Finding Customers

**67%** of marketers cite “lead generation” as their number one challenge.



Source: HubSpot