

Age Is More Than a Number!

Increase Customer
Response With Relevant,
Generational Marketing

Motivate Your Audience:
Tap Into FOMO Strategies
For Marketing Success

Embellishments and Finishes:
When Your Print Needs Something Extra

- Discounts and Offers Affect the Purchasing Process
- Online Reviews Heavily Influence Buying Decisions
- Most People Buy Exclusively From Trusted Brands

Taking the Plunge!

*Motivate your audience to act
by tapping into FOMO marketing*

CLICK HERE >



FOMO, or the fear of missing out, is a powerful sales motivator. Whether it's used in a headline of a direct mail piece or the subject line of an email, FOMO motivates shoppers to action.

The power of FOMO impacts nearly everyone from young to old, rich to poor, sports enthusiast to musician. No matter who we are, we all have the fear of missing out on something. Indeed, according to TrustPulse, FOMO inspires 60% of people to make purchases, most of them within 24 hours.¹

There are several types of FOMO:

- **Fear of missing out on a deal.**
- **Fear of missing out on an experience.**
- **Fear of missing out on a community.**
- **Fear of missing out on a product.**
- **Fear of missing out on an opportunity.**

The key is discovering which type of FOMO will best motivate your audience. For example, a rock musician might be motivated to purchase a new electric guitar if you offer a limited time offer on special pricing. "Don't miss out! 15% off all electric guitars TODAY ONLY!" But that musician might be motivated to buy two guitars if each came with a backstage pass to the Keith Richards 2022 tour instead.

Once you determine what FOMO motivates your audience, start testing to see which wording is most effective. Is it "Hurry! Supplies are limited!"? "Only 100 spots available!"? "Offer good for 24 hours only!"?

Create an offer you think is most effective, then take a portion of your list and change the wording or offer slightly and see whether it makes a difference. Each time you run a campaign, test different elements of your messaging one at a time to determine which offers and wording are most effective for *your* audience.

FOMO is a powerful sales motivator, and it provides endless opportunities to test and refine what works best for you. But don't wait. Ask yourself: "Every day that I wait to get started, how many customer dollars are being spent with someone else?"

¹TrustPulse Marketing Blog (<https://trustpulse.com/fomo-statistics>)

Opinions Have Weight

95% of shoppers say online reviews influence their purchase decisions.



Source: yzowl

Good Deals Are A Big Deal!

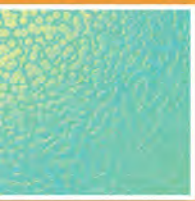
81% percent of shoppers say that finding a great offer or discount is on their mind throughout the entire purchase journey.



Source: RetailMeNot

Use embellishments and top coats when your print needs something extra

FINISHING TOUCH



Sometimes you are designing a campaign that needs that little something extra. Maybe you are

producing an annual report or a program for your company's 100th anniversary gala. Maybe you are a nonprofit targeting high-end donors or a cosmetics company introducing a new line. Or a new company planning to launch your brand into the market for the first time.

Whatever the reason, you want a stunning, highly tactile piece that will move people to action. In these cases, consider one of the many print embellishments available.

Here are seven specialty techniques that create luxurious multi-sensory experiences that will engage your audience in a special and memorable way:

1) HIGH-GLOSS COATINGS

These shiny protective coatings provide both high durability and superior shine.

2) MATTE COATINGS

Want to add a subtle touch of luxury? Matte coatings are both visually luxurious and soft to the touch.

3) SPOT COATINGS

Combining high-gloss and matte coatings in the same design adds contrast that creates pop and grabs visual interest. Layer a glossy highlight over a matte finish or do the reverse—draw the eye by designing a matte finish within areas of high gloss.

4) EMBOSSING

Create a raised image or pattern that people can't help but reach out and touch.

5) DEBOSSING

Incorporate a fun and interesting twist on a traditional technique. Press the image into the paper rather than elevating it.

6) DIE-CUTTING

Cut your project into fun and interesting shapes or create cutouts like peek-a-boo windows within the page. Send your invitation to the opening of your coffee shop in the shape of a coffee cup.

7) FOIL STAMPING

Nothing says "luxury" like beautiful gold, silver, or colored foil.

This doesn't exhaust the list of specialty techniques for enhancing and embellishing your print projects, so give us a call. You'll be amazed how easy it is to elevate your printed pieces from ordinary to true showstoppers!



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Age Is More Than a Number

*Increase customer response with age-appropriate,
relevant generational marketing*



The average person sees thousands of marketing messages every day. When the stack of mail lands on their kitchen counters, how do you make sure they pay attention to yours? Targeted, relevant content! One of the most effective ways to do this is targeting by generation.

It's often said that "age is just a number,"

and to some extent, that's true. Americans are living longer, living healthier, and staying more active than ever. Many couples are delaying having children until later in life, and many older Americans are remaining in the workforce far beyond retirement age. The traditional lines are blurring.



At the same time, most people in any given age demographic are experiencing similar life stages

that help you target messaging more effectively. For example, buyers in their early 20s are just getting started in their careers and are less likely to be married with children. You will speak to them differently than you will buyers in their 40s and 50s who are likely mid-career, with greater earning power, and whose children are starting to leave the home.

So while age may be "just a number," that number has meaning, too.

It's not just life stage that defines the characteristics of a generation. Each has also been influenced by the cultural, political, and economic times around them.

The result is that they will respond differently to different headlines, body



copy, incentives, and calls to action.

Just look at the differences between Boomers and Gen Z, for example:

- Boomers grew up in the age of Woodstock and the Cold War. Gen Z has grown up in the age of Sandy Hook and Uvalde.
- Boomers grew up in a time when "going to work" meant sitting in an office. Gen Z has grown up in a time when it means sitting in Starbucks.
- Boomers lived through the technological evolution from black-and-white television to cellphones. Gen Z has never known life without SnapChat.
- Boomers grew up during the Cold War. The first member of Gen Z wasn't born until six years after 9/11.
- Boomers witnessed the civil rights movement, women's empowerment, and the moon landing. Gen Z is immersed in sustainability, social and political justice, and diversity.



With such divergence in perspectives and experiences, it's clear why it's important to think about generational differences as you craft your messaging. Do your research before putting pen to paper (so to speak). The result will be deeper engagements with each of your audience segments, leading to increased trust, and ultimately, better results.

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 use FOMO marketing strategies that will motivate your audience to act.



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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

Brand + Trust = Loyalty

62% of people buy almost exclusively from a brand they “highly trust.”



Source: Deloitte Digital