

Does Your Data Make the Grade?

Build a Strong Marketing Foundation
With High Quality Data

How Do Environmental
Concerns Impact Sales?

Get Better Customer
Response and Results
With a Content Audit

- Marketers Are Spending More on Data Analytics
- Brand Community Builds Trust with Consumers
- Customers Will Pay For a Good Experience

A+





Making the Grade

*Quality data is the foundation of good marketing.
How does yours stack up?*

Whether it is a highly targeted static campaign or a fully personalized one, great data is the foundation of every highly effective marketing effort. So how well is your data performing? If you were a teacher giving your data a grade, would it deserve an A? Here are seven factors to consider when assessing your data quality and its usefulness for your targeting and personalization efforts.

- (A+) Is your organization data-driven?**
Great data starts at the top as a company priority driven by the owner or upper management. If you don't prioritize your data, why should your employees?
- (A+) Do you follow a set of data policies?**
Great data doesn't happen by itself. It takes policies and procedures around data collection, management, and usage. It also takes having someone inside the organization responsible (and accountable) for overseeing these efforts.
- (A+) Do you cleanse and enhance your data regularly?**
Ideally, your data should be cleansed and updated every three months. However, if you are doing this annually or bi-annually, you're still in good shape.

(A+) Do your salespeople find the data useful?

Can your salespeople use the data to develop insights on their clients and prospects? Or do they have to do a lot of the work themselves, such as tracking down missing information or correcting data?

(A+) When purchasing third-party data, do you know if the provider has validated it?

Reputable data sources will provide information on their validation process and verification frequency. It's important to know whether the data you are receiving is clean and accurate.

(A+) Do you have a process in place to locate and fill in empty fields?

You can't deploy highly successful marketing campaigns if your data looks like Swiss cheese. Ideally, you should regularly supplement your first-party data with third-party data from reputable providers.

(A+) When you send a marketing email, do you get a lot of unsubscribes or spam complaints?

If you see an immediate uptick in unsubscribes, your email list might need some work! Your hard bounce rate is another indicator of data quality. Shoot for no more than 10%, but ideally, less than 2%.

Data is the foundation of any successful marketing strategy. You wouldn't build a house with a poor quality foundation, so don't build your targeted messaging with poor quality data either!



Data Driven

37% of marketing leaders are increasing their spend on data analytics.



Source: CMO Council

Consumers Trust In Community

52% of consumers say they will trade personal and preference data to feel part of a brand's community.



Source: CMO Council

Green Marketing Is Good News

*Promoting environmental practices and
eco-friendly packaging impact buying behavior.*





Whether it's concern about synthetic materials, wasteful packaging, or carbon pollution, consumers are increasingly eyeing products that are manufactured and packaged sustainably. But does this concern translate into changes in shopping behavior? A recent survey decided to find out. The answer is yes, but not necessarily in ways that you might expect.

Let's look at three takeaways from the "U.S. Retail Sustainability Perceptions Benchmark" survey (eMarketer/Insider Intelligence, 2022) to use in your marketing.



1. PROMOTE, PROMOTE, PROMOTE.

Consumers care about sustainability, but they are more influenced by perception than details. The study found that the brands that consistently promote themselves as eco-friendly are perceived as eco-friendly (and win customers' support), whether they are actually the most eco-friendly brands or not. Branding matters.



2. FOCUS ON THE AGGREGATE IMPACT.

While there is a strong desire to purchase from sustainable brands, buyers are often overwhelmed by the size of the problem. When they look at an individual package, wrapper, or product, they aren't convinced that switching to an eco-friendly version is worth it, especially if they have to pay a premium for it.



For example, buyers might think, "One billion toothbrushes are sold every year. Why should I pay \$15 for a bamboo toothbrush when it won't make a difference anyway?" The answer is that there are 330 million people in the United States. If even one in 10 people converts to a bamboo



toothbrush and replaces that toothbrush twice per year, that's *66 million toothbrushes kept out of the landfill annually*. When seen as part of a larger effort, one person can make a difference. It's up to brands to help their customers think that way.

3. PROVIDE VERIFIABLE CLAIMS.

One of the concerns in the sustainable marketplace is "greenwashing," a term used to describe the tactic of making something sound like it's more environmentally friendly than it is. With so many brands on the eco-friendly bandwagon, consumers know they are being greenwashed at least some of the time, but they don't always know when that is happening or what to do about it. Take the time to back up your claims so that shoppers can trust you. Provide numbers and details. When possible, offer third-party verification.



The takeaway? Customers want to shop sustainably. Sometimes they just need a little help in doing it.

Attract and Land Customers

A content audit gives you the hooks you need to reel them in.

A content audit is a vital tool for any marketing campaign. It includes website content, direct mail templates, blog posts, social media updates, print and email newsletters, and more. These pieces of content are your “hooks in the water” to grab your audience’s attention, create engagement, educate, and sell your products.

This is what makes content audits so important. With the right content able to make or break your marketing efforts, it’s important to understand what types of content your target audience responds to, identify potential gaps in your strategy, and come up with a plan to make it better.

Here are five steps to doing this successfully.

1. Catalog your library.

What content do you own? Where does it reside? Create a list of everything in your content library so your audit is accurate, and nothing gets missed.



2. Know what you are trying to achieve.

This helps you choose the right metrics for success. Are you trying to improve SEO? Then Google



rankings will be important. If it’s audience engagement, look at dwell time on your web pages or sign-ups for your print or email newsletters.

3. Review your content based on goals and metrics.

Based on your stated goals, how is your content performing? If you offer an online portal for your sales reps to order their marketing collateral, which materials are ordered most frequently? Least



frequently? Not at all? Which web pages have the highest dwell times? Are there blogs people never read? For social media content, look at engagement metrics such as clicks and shares.

4. Remove low-performing content.

If you have templates in your online portal that nobody uses, get rid of them. If there are blog posts that haven’t been read in years,





Take stock of the tools in your box.

A content audit is not a once-and-done event. It's an ongoing effort. Make it a habit to continually review your content library to ensure that you have the tools to deliver the results that you want.

take them down. It's better to have less but more effective content than lots of content that is uninteresting or difficult for your audience to navigate.

a review of tone, style, or format, along with finding opportunities for new topics or focus areas to keep things fresh and interesting.

5. Identify opportunities for editorial improvements. Highlight areas where you can make editorial improvements to maximize the effectiveness of your content. This might include



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 environmental practices and eco-friendly packaging impact consumer behavior.



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Gill Sans Nova
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Customer Experiences Have Value

80% of customers are willing to pay more to get a better experience.



Source:
SuperOffice