

Direct Marketing Trends

Increase Direct Mail Profits

**Create Retail Packaging That
Stands Out in Less Than a Second**

**Customers Get Comfortable
And Engage with Print**



- **Shoppers Love Targeted Ads**
- **Online Reviews Influence Buyers**
- **Marketers Allocate More Money to Direct Mail in 2023**

Direct Mail Delivers!



Three direct mail trends that are increasing profits.

Ready for some great news? Despite an overall decline in mail volume, the U.S. Postal Service (USPS) reports that revenue from marketing mail has actually *risen*. It's up 4.9% (\$681 million) over the previous year. In other words, businesses are generating more profit while sending fewer direct mail pieces.

Let's look at three trends that will help you get the best results this year.



PERSONALIZATION

Highly effective direct mail campaigns are focusing on personalizing and customizing messages to each recipient, with the aim of increasing engagement and response rates. This success is based on data-driven insights, so make investing in cleaning, updating, and adding data to your mailing list a top priority. It will pay off.



INTEGRATION

Forget the competition between direct mail and digital channels. Use them together! Direct mail is increasingly being integrated with digital channels such as email and social media to reach customers wherever they are, on the platforms they prefer, whenever they want to engage. Use an integrated, multichannel approach to reach a wider audience and boost your results.



SUSTAINABILITY

As consumers become more conscious of their impact on the environment, businesses are increasingly looking for ways to make their direct mail campaigns more sustainable—and communicate this sustainability to their customers. Customers are embracing their printers' use of eco-friendly materials and adoption of environmentally responsible printing practices.

Get the Message Out There

If you're embracing sustainability, promote it. Highlight your efforts in your store signage and window clings. Discuss your commitment in your print and email newsletters and social media. Add environmental logos and "recycled" or "please recycle" to your envelopes. Customers want to see your commitment to sustainability in practice.

Benefits for 2023 and Beyond

Direct mail remains a powerful and effective tool for engaging with your customers. For the best results, personalize and customize your messages, integrate with digital channels, and focus on sustainability.

When you make the most of your direct mail investment, you maximize your results, too.



It's Just What I Was Looking For!

40% of shoppers prefer targeted ads aligned to what they're looking for.



Source: Sender

Online Reviews Influence Buyers

21% of buyers check out a business's reviews online before deciding to engage with them.



Source: GoodFirms

Get Comfortable With Print

Print brings emotional engagement in an impersonal digital world.

From shopping to reading, to staying in touch with friends and family, the Internet has changed the way we live. Despite the convenience, however, let's be honest. "Digital everything, everywhere" gets old sometimes. Let's look at four reasons people are starting to rediscover the value of print.



1. Give Me a Break!

People desire to take a break from their screens. In a world where we are constantly connected and bombarded with notifications, your customers are seeking ways to disconnect and recharge. For many, print provides a welcome escape from the constant barrage of digital noise. It allows them to slow down and engage with material in a more meaningful way, without the distractions of notifications or pop-up ads.

2. The Emotional Value of Tangibility

Print has a tangible, emotional value that digital communications can't match.

For example,

- There's something special about holding a book or a magazine in your hands, flipping through the pages, and smelling the ink on paper.



- Receiving a "thank you" or "get well" card in the mail gives us the warm and fuzzies and makes us feel valued.
- Direct mail pieces that are humorous and engaging often get pinned onto family bulletin boards, and not just because of the offer.

Print creates an emotional connection that resonates in a digital world where material is ephemeral and easily deleted or forgotten.

3. Print Is Trusted

Another reason for the resurgence of print is its perceived reliability. In an era in which cyberattacks, hacking, and data breaches are a regular occurrence, print

provides a sense of security and permanence. With print, there is less risk of information being lost or stolen, and it is less likely to be deleted or forgotten.

4. It's Beautiful

Finally, print has an elegance and beauty that digital communications can't match. Whether it's a beautifully designed book or the intricate details of a die-cut mailer, print offers a level of beauty and creativity that is often lost in the digital world. It allows people to engage with material in a way that is both aesthetically pleasing and intellectually stimulating.



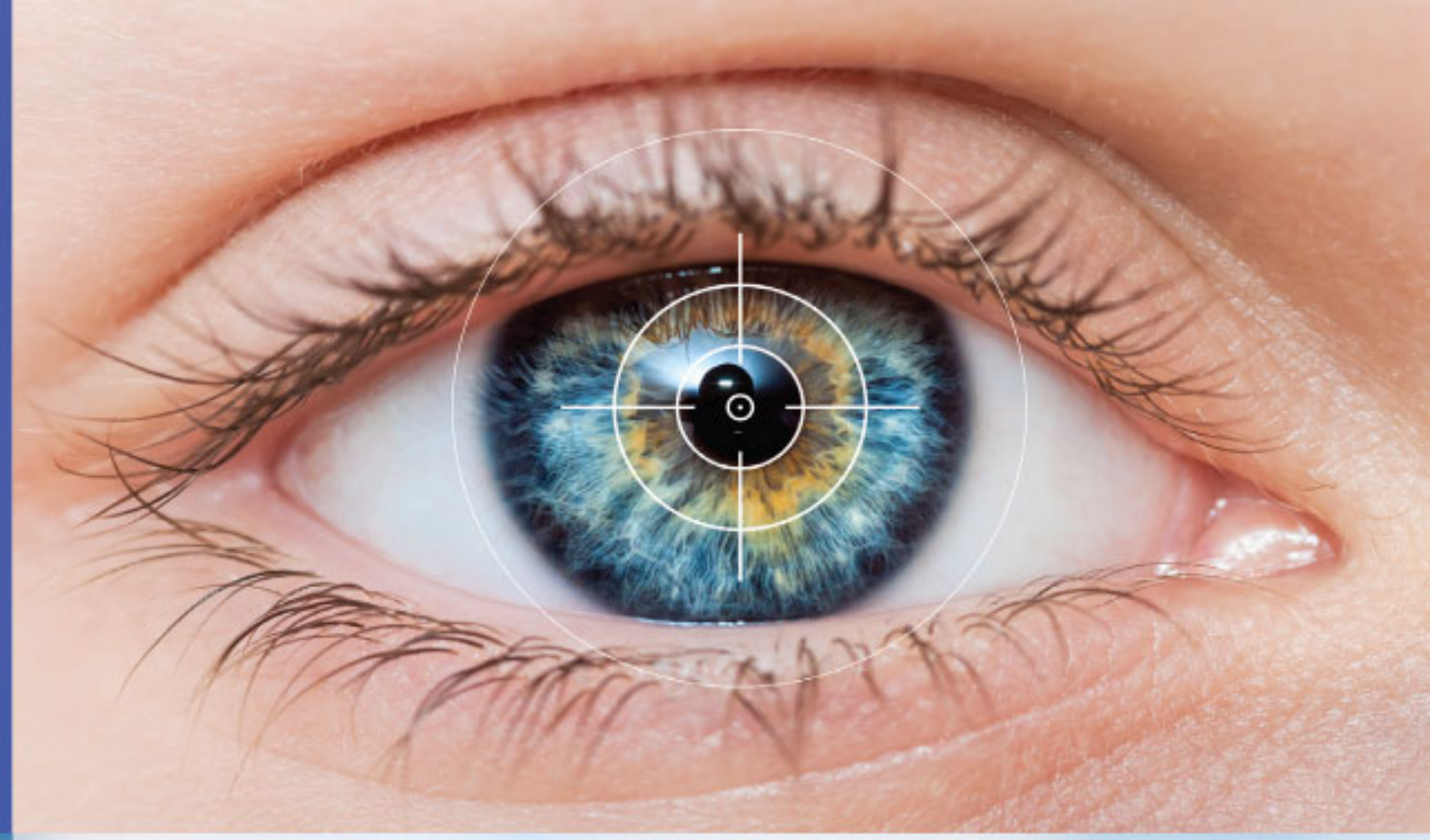
When you consider all of these factors, it's no wonder people are starting to rediscover the value of print. Whether it's the desire for a break from screen time or to enjoy the emotional connection to material, consumers are finding that there is still a place for print in their digital.



SCANNING THE SHELVES

*When a fraction
of a second means
everything.*

Want to know just how quickly customers make decisions about products on the retail shelf? Turn to eye-tracking studies. In these studies, participants wear special head gear that tracks their eye movements.



EYE TRACKING MEASURES THREE THINGS:

- The amount of time, in seconds, spent on average by participants fixating on each item.
- The time, in seconds, from when a product first enters a participant's field of view until the participant fixates on it.
- The total number of times a product crosses into a participant's line of vision.

Let's look at the data from some well-known product categories to see what we can learn.

CRAFT BEER

In a study of 30 products, in all but three cases, research participants spent less than two seconds looking at each package. "Time to first fixation," or the amount of time before participants looked at a product on the shelf, ranged from just over 20 seconds to well over 40 seconds. For the brands with the longest time to fixation, that's a lot of time for shoppers to be focused on someone else's product before they get to yours.

SODA

In this category, the brands were more well-known, so survey participants spent even less time "fixating" on them. The time spent looking at the product ranged from 1/10th of a second to 4/10th of a second. The brand that was second to last in terms of time viewed was Coca-Cola, yet it was the second most likely to be purchased. This tells us how important branding is.

EGGNOG

In this category, the span of "time to fixation" was between 8 and 17 seconds. The product with the longest time holding the customer's eye? Less than two seconds. The product with the least time? Just over half a second. What is the takeaway? Packaging design matters—a lot.

- Know what is important to your customers (e.g., ingredients, organic, brand story).
- Put those things front and center so your customers see them right away.
- Analyze your competitors' packaging and create something that looks different and stands out on the retail shelf.

Plan your packaging as carefully as you do any other element of your marketing campaigns. Know your audience, and design specifically for that audience. Know your competitors, too. Design to be different so your customers fixate on you first!

Source: Studies from Quad Graphics Packaging Insight

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.

Three direct marketing trends show how you can generate more profit while sending fewer mail pieces.



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Direct Mail Spend Is Up

58% of marketers have allocated more of their marketing budget to direct mail in 2023 than they did in 2022.



Source: Lob/Comperemedia