

# Motivate Consumers With Direct Mail

## 3 Ways Artificial Intelligence Will Affect Marketing

## Build a Strong Company Image With Cross-Channel Branding

- The Influencer Market Projected Over \$20 Billion
- Gen X Gets Excited to Receive Daily Mail
- Customer Experience Professionals Credit Importance of AI and Automation

# From Perusing to

## Direct mail motivates consumers to action

In today's digital age, does direct mail still have the power to influence buyers' decisions? According to research from the United States Postal Service, the answer is yes. Eighty-nine percent (89%) of mail recipients say that relevant direct mail has moved them to take some kind of action.

**W**hat actions are mail recipients most likely to take? The most common is to go to a company's website (42%), followed by going to a company's physical location to shop (26%). Twenty-one percent (21%) say it motivated them to make a purchase, either in-store or online.

Different generations of consumers will react differently to their mail. Let's take a look at how direct mail motivates different generations to make purchases, specifically.

ACTION >	TOTAL
Went to a company's website	42%
Went to a company's physical location to shop	26%
Shared the information with someone	23%
Made a purchase after seeing an item in a mailpiece	21%
Went to a company's app	20%
Made a purchase after receiving a reminder in the mail	19%
Took no action	21%

### GENERATION Z >

Gen Zs are today's teens and twenty-somethings. Nearly one-quarter of these shoppers say they make purchases as a result of direct mail.

- > 26% went to a physical location to shop.
- > 21% made a purchase after seeing an item in a mailpiece.
- > 19% made a purchase after receiving a reminder in the mail.

### MILLENNIALS >

Millennials are between 24–40 years old. When receiving relevant direct mail, these shoppers were even more motivated to make a purchase than their younger counterparts.

- > 28% went to a physical location to shop.
- > 27% made a purchase after seeing an item in a mailpiece.
- > 24% made a purchase after receiving a reminder in the mail.

### GEN X >

Gen X consumers are between 41–56 years old. More than one in five

of these shoppers is motivated by direct mail to make a purchase:

- > 21% went to a physical location to shop.
- > 22% made a purchase after seeing an item in a mailpiece.
- > 19% made a purchase after receiving a reminder in the mail.

### BABY BOOMERS >

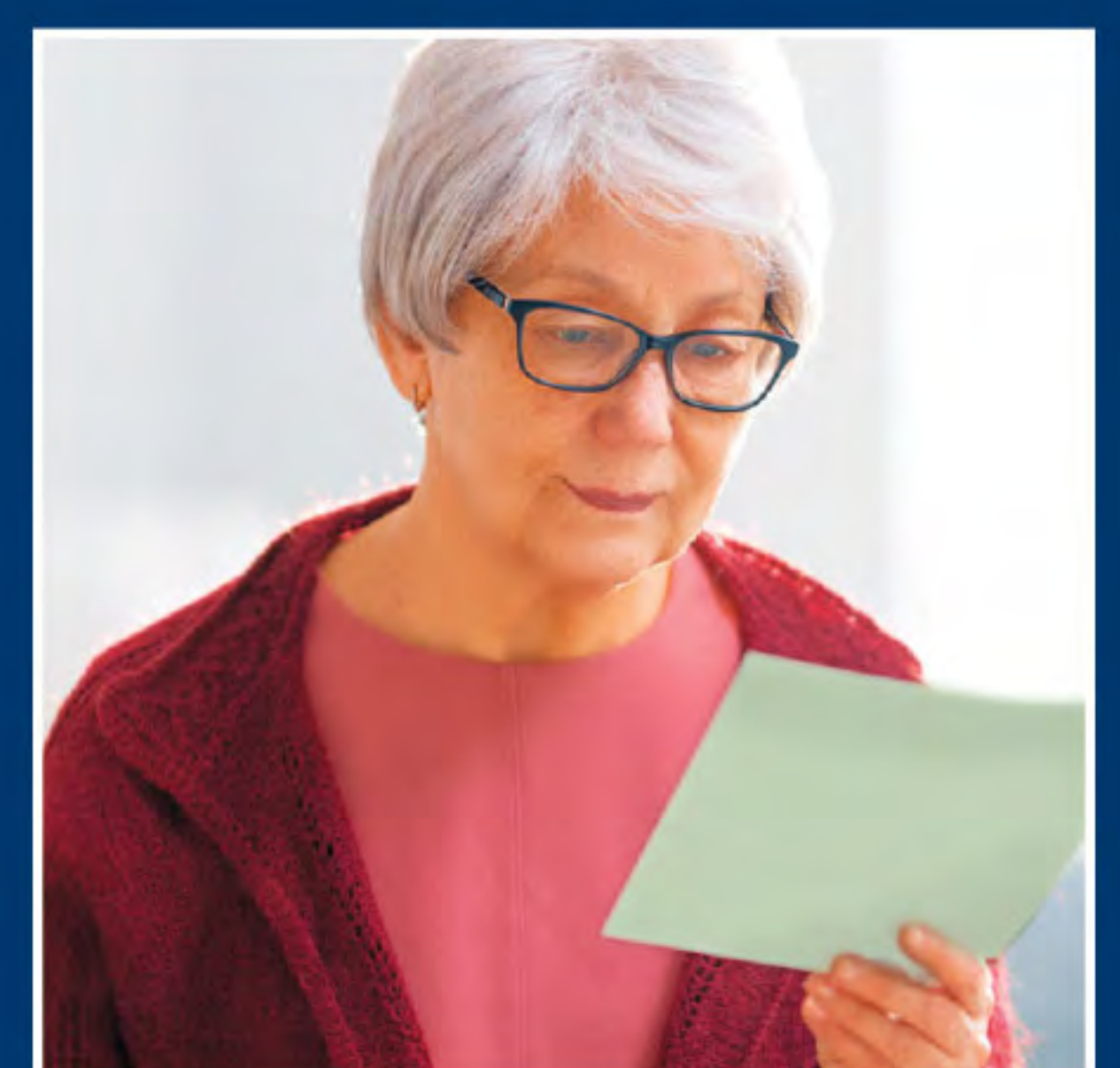
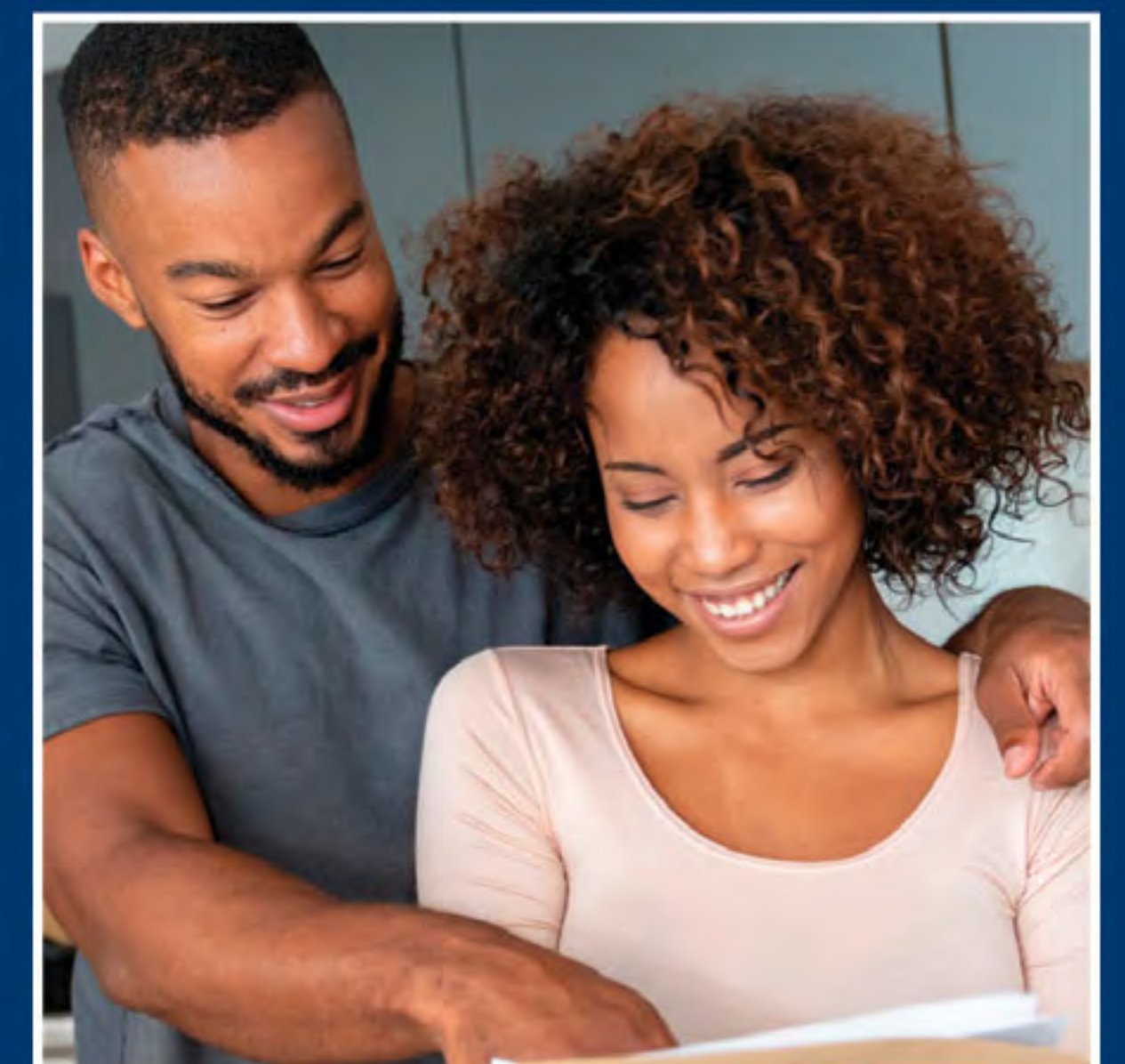
Boomers, or those between 56–75 years old, have been collecting "stuff" their entire lives and are the least likely to make a purchase as a result of a mailpiece. However, they do have the most disposable income of any generation, so when they do make purchases, they have more money to spend. How do they respond to direct mail pieces?

- > 8% went to a physical location to shop.
- > 15% made a purchase after seeing an item in a mailpiece.
- > 12% made a purchase after receiving a reminder in the mail.

# Purchasing

While there are differences between generations, the overall trend is clear. Direct mail is a powerful motivator. Whether it motivates consumers to

visit the company's physical location or to make a purchase online, physical mail is the catalyst that gets shoppers to take action.



# Smarter Marketing Within Reach

## 3 ways artificial intelligence will affect marketing

Every time you turn around, someone is talking about artificial intelligence (AI). It can write the Great American Novel. Create masterpieces of art. Even write the music to that song you've had rattling around in your head for years. AI holds tremendous promise that we have only begun to understand.



**W**hile AI may sound creepy and unnatural, it's basically the ability to use machine learning, natural language processing, and computer vision to analyze and interpret data and make decisions based on that learning. AI is transforming every aspect of business, including marketing. Algorithms can be trained on large datasets and continuously improve their performance as they process more data and gain more experience. The better the data, the more accurate the results.



Want a peek into the future?  
Here are three ways AI is  
revolutionizing marketing:

### 1. PERSONALIZATION

AI-powered algorithms can analyze large amounts of customer data to identify patterns and trends that allow marketers to tailor their messaging to individual customers. For example, AI can recommend products to customers based on their past purchases or browsing history, and personalize

email subject lines and content based on a customer's interests and demographics.

### 2. MULTICHANNEL MARKETING

AI algorithms can improve multichannel marketing campaigns by analyzing customer data to identify patterns and preferences. Based on this analysis, AI can automate channel selection and timing, identify which channels are most effective for each customer, and determine the best time to send messages for maximum impact. For example, AI can analyze a customer's past behavior to determine whether they are more likely to respond to direct mail,





email, or social media messaging, and if the latter, what time of day they most prefer to receive messages.

### 3. PREDICTIVE ANALYTICS

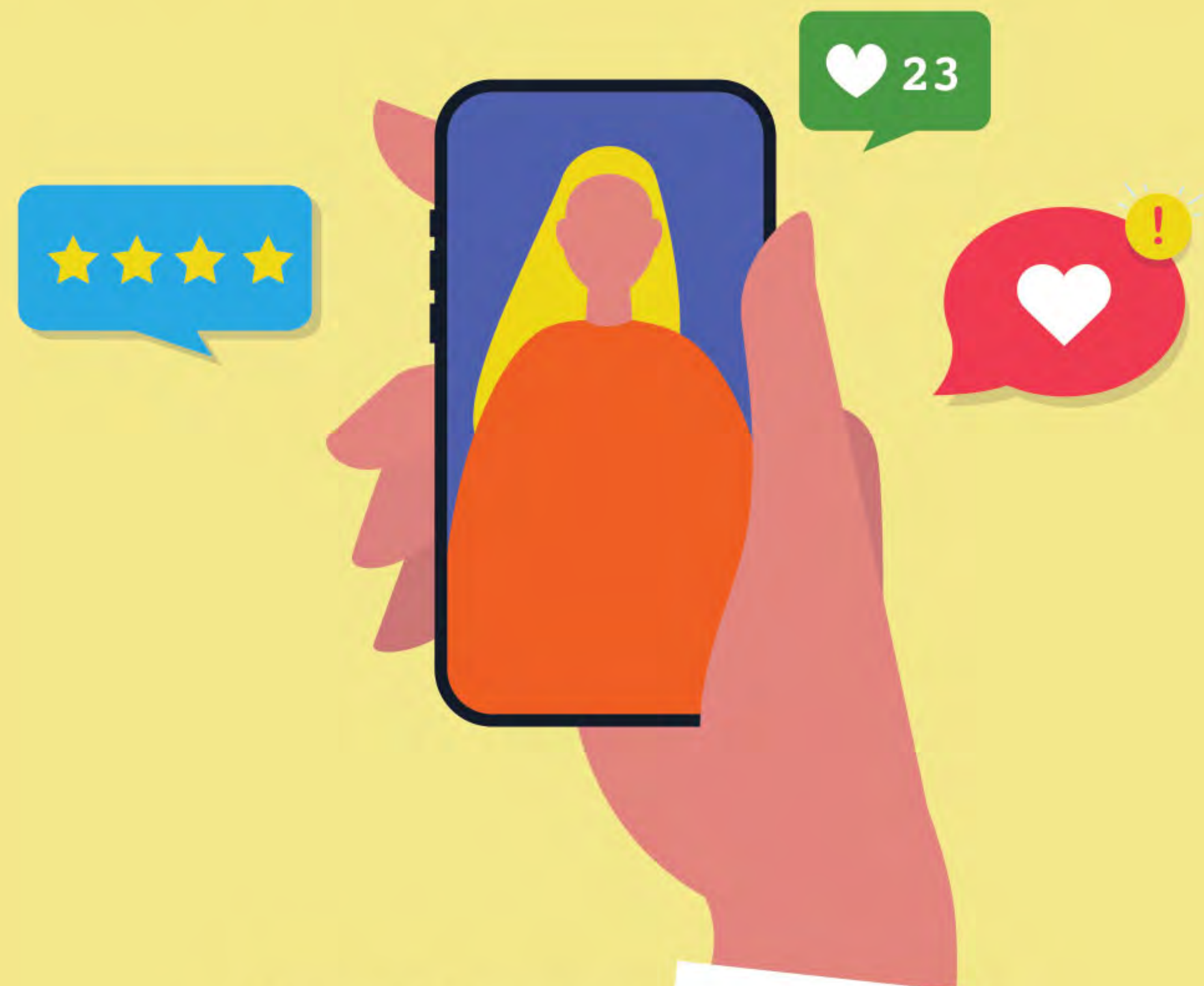
AI can analyze large amounts of customer data to make predictions about future behavior and trends. For example, AI can predict which customers are most likely to churn, allowing marketers to proactively engage with those customers and offer incentives to keep them loyal. AI can also analyze market trends and competitor data to help marketers make more informed decisions about product development and pricing.



AI is increasingly incorporated into today's marketing tools. As it is, it brings what was once out of reach for many small marketers (big data analysis) into the palms of their hands. The results? Improved customer experience, increased loyalty, and higher sales.

## Count on Influencers

**\$21.1 billion** is the forecasted size of the influencer market in 2023.



Source: Influencer Marketing Hub

## Mail Matters

**70%** of Gen X are “excited to receive mail every day.”



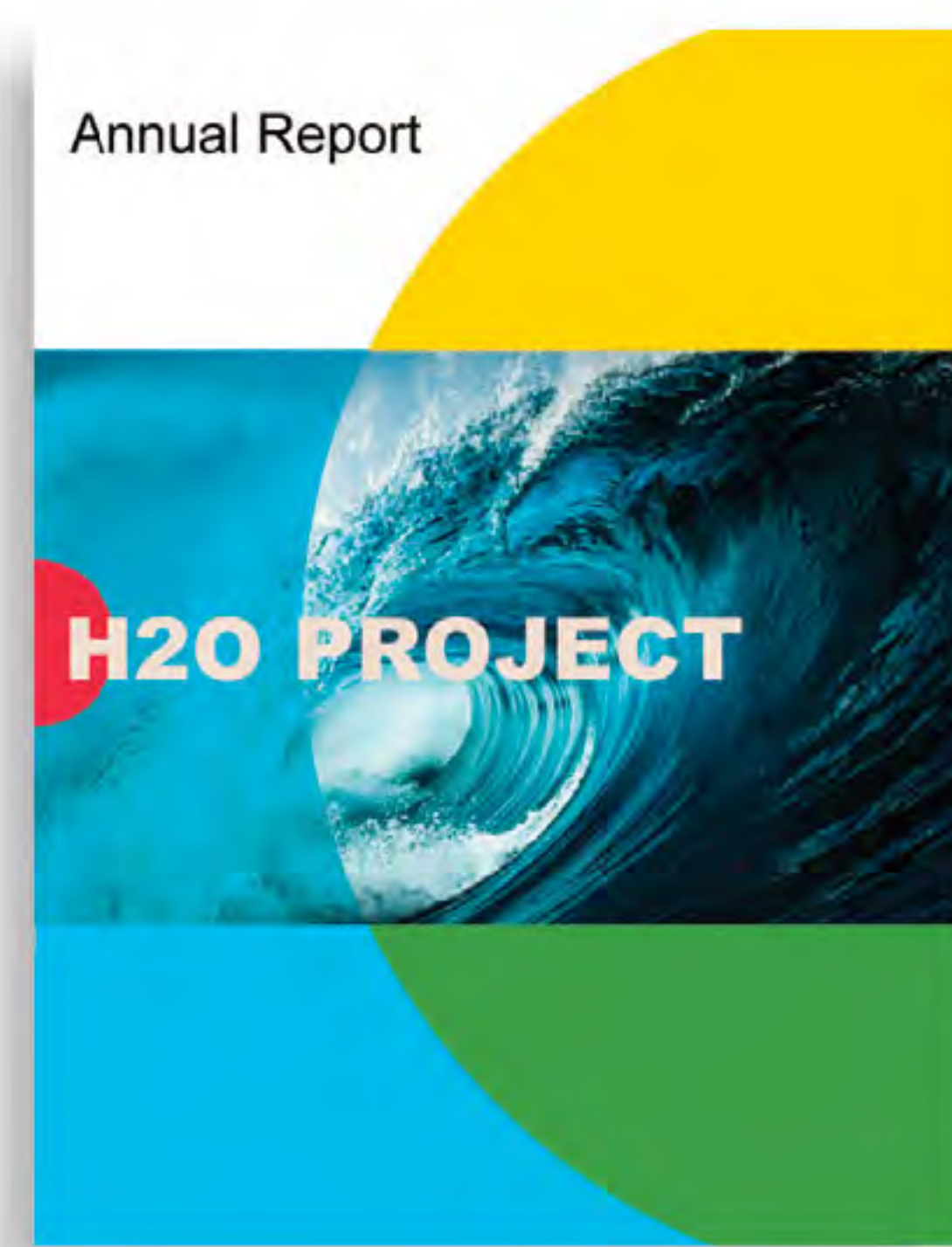
Source: USPS

*Build a strong company image  
with cross-channel branding*

# Brand Building

**Having consistent cross-channel branding is crucial to creating a strong and memorable company image. It helps your company stay top of mind with your target audience, establishes trust, and builds credibility. But how do you ensure brand consistency when channels like direct mail, email, and wide-format graphics have such different requirements? Here are a few ideas.**





## 1. Develop a brand style guide

A brand style guide outlines your company's branding guidelines, including colors, fonts, and logos. This guide serves as a reference for anyone designing or printing your marketing materials, ensuring consistency regardless of which channel you use.

## 2. Adjust details for each channel

While it's important to maintain brand consistency across all channels, it's also important to consider the unique requirements of each. For example, the resolution used for images in wide-format banners must be adjusted for viewing distance. Because print and digital channels use different color spaces (CMYK, RGB, respectively), use Pantone swatchbooks to create common color targets.

## 3. Use templates

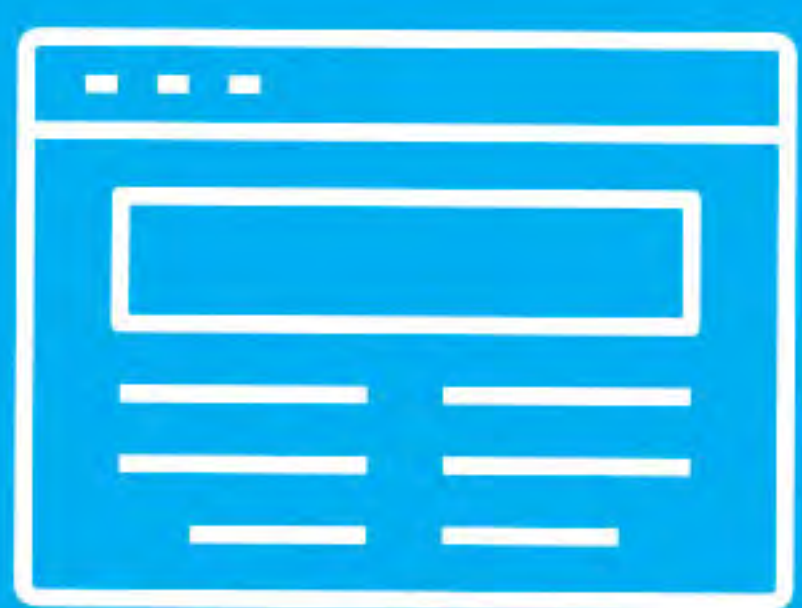
When customers see your marketing materials, whether banners, packaging, or direct mail, these materials should generally have the same look and feel. This makes it easier for your audience to recognize your brand. Use templates to create consistency and ensure that key brand elements such as colors, logos, and fonts, are locked in.

## 4. Choose the right file formats

Each channel has file formats best suited to that channel. For high-resolution graphics in print materials, TIFF is generally preferred. For online graphics, use JPG or PNG. For banners and signage, use vector images for text and simple graphics since they will not pixelate when enlarged.

## 5. Test and refine

Test your brand elements across all channels and refine them as necessary. Images that might look perfect on brochures could look splotchy on a 20-foot banner and need to be adjusted. You may also find that the subtle color variations in your logo might not translate well when printed in two-color for promotional products.



**Maintaining consistent branding across both print and digital channels takes a little planning up front, but it's achievable. Before starting your next multichannel campaign, work with us to develop a plan that will keep your brand image sharp, consistent, and memorable.**

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 about how artificial intelligence can make us smarter marketers.



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## About This Issue

### PAPER

Gloss Text

### EQUIPMENT

Canon i300

### DESIGN PROGRAMS

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop

### FONT FAMILIES

Chaparral Pro  
Gill Sans Nova  
Myriad Pro  
Poppins

## AI Is Here to Stay

85% of customer experience professionals recognize the importance of AI and automation.



Source: Talkdesk