

Increase Your Marketing Impact With Images

7 Tips for
Creating Headlines
That Command
Attention

Science Explains
Why Name
Personalization
Works

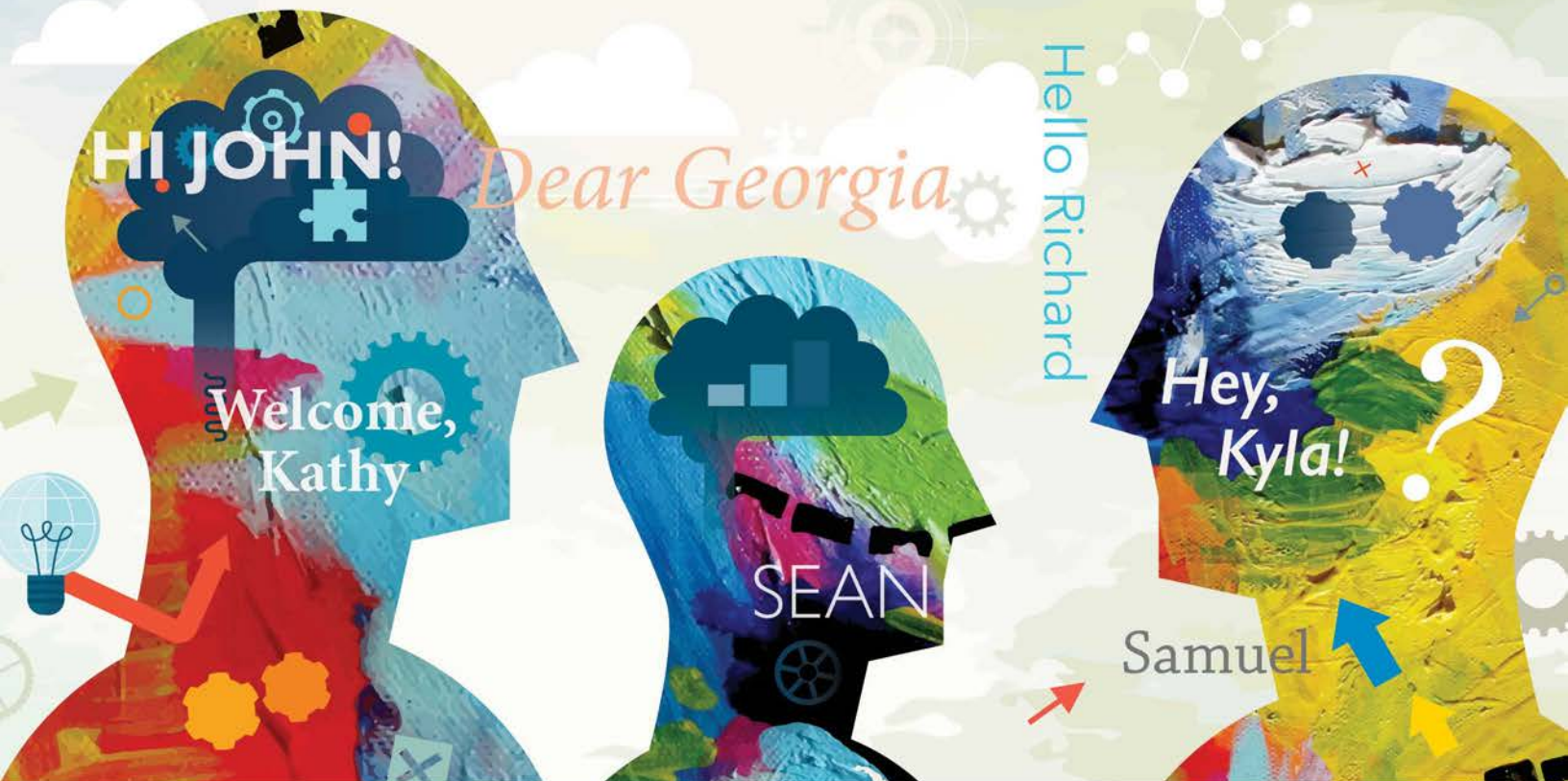
- Most Shoppers Consider the Sustainability of Brands They Support
- Direct Mail Fundraising Produces Robust Response Rates
- Consumers Are Influenced by Product Photos



Name Dropping

The science behind why name personalization works.

We all know that personalizing your print marketing materials with someone's name yields higher open and click-through rates. But have you ever wondered why? It has to do with the way our brains work, and it's why name personalization will remain part of the marketing landscape for years to come.



Making the Brain Happy

From the moment we are born, our names become an integral part of our identities, and scientific studies have found fascinating links between human attention and the mere mention of our names.

When we hear our names, a cascade of cognitive processes occurs within our brains. One such phenomenon is called the "cocktail party effect." Even amidst a cacophony of voices in a crowded room, our ears can quickly tune into someone mentioning our name. Our brains are wired to give preferential treatment to stimuli related to our identity.

Let's Hear It for the Prefrontal Cortex!

Research using functional magnetic resonance imaging (fMRI) has shed light on the neural mechanisms underlying this phenomenon. One trailblazing study found that when participants heard their names, specific brain regions associated with self-processing and memory retrieval lit up. These regions, including the medial prefrontal cortex and posterior cingulate cortex, play a crucial role in creating a sense of self-awareness and consolidating memories. When they are engaged, the brain is more attentive and focused.

Names carry emotional and social weight, as well. In another study, researchers found that hearing one's own name activated the same brain regions as those associated with rewards and pleasure.

Tapping the Marketing Gold

This is why name personalization is marketing gold. Simply by using someone's name in personalized communications, you can break through and enhance engagement. When you use their names, customers and prospects pay more attention. Their brains respond with heightened activation, drawing them into the present moment — in this case, focused on the communication in front of them. It might only be for a split second, but in the marketing world, that's enough!

Adding someone's name to a headline, body copy, or an email subject line is a simple process. It takes a little extra time in the design stage, then our workflow and digital presses do the rest.

Want to learn more? Just ask!

Cause Worthy

5.3% Is the average response rate for fundraising direct mail.



Source: Direct Marketing Association

Picture It!

62% of shoppers are influenced by seeing product photos.



Source: eMarketer

A Picture Is Worth 1000 Words

*Six different types of marketing images
to increase your impact.*

In the dynamic world of marketing, capturing attention is a constant battle. Whether on billboards, websites, social media, or product packaging, images play a pivotal role in shaping brand perception and driving consumer engagement. But not all images are created equal. Let's look at six different types of marketing images and when to use them.



1 Product-Centric Images

Product-centric images showcase the product itself. Whether it's a cutting-edge gadget, a sumptuous dish, or a fashionable outfit, product-centric images highlight the features, benefits, and uniqueness of your offering.

What makes them work? Image clarity, resolution, and detail.

2 Lifestyle Images

Lifestyle images place the product in a real-life context. These visuals portray individuals or groups using the product in relevant scenarios, highlighting the emotional and practical benefits.

What makes them work? Authenticity. Use images that capture genuine emotions and natural interactions.

3 Storytelling Images

Storytelling is an age-old marketing technique that continues to captivate audiences. Storytelling images can take the form of powerful individual images that encapsulate an entire story or a series of images, each contributing to an unfolding narrative.

What makes them work? Thought-provoking scenes that capture the consumer's imagination.

4 Infographics

In a world flooded with information, infographics help buyers quickly process

complex data and concepts. Infographics combine text, icons, and graphics to communicate information efficiently.

What makes them work? Simplicity, clarity, and relevance. Keep it simple!

5 User-Generated Content (UGC)

UGC involves sharing content created by customers or fans, such as product reviews, social media posts, or testimonials. UGC humanizes the brand and fosters a sense of community around it.

What makes UGC work? Realism. You don't want these images to look super slick and commercial. Otherwise, they will scream "inauthenticity."

6 Call-to-Action (CTA) Images

CTA images are designed to prompt specific actions from the audience, such as clicking a link, signing up for a newsletter, or making a purchase. They are often accompanied by text and graphics that direct attention to the desired action.

What makes them work? Contrasting colors and directional cues that make them stand out and draw the eye toward the intended action.

What types of images best suit *your* marketing goals?

COMMAND ATTENTION!

Seven tips for creating headlines that work.

In today's digital age, when emails and social media dominate marketing communication, sending a physical postcard can be a refreshing and impactful way to connect with customers or prospects. With postcards offering limited space to communicate your message, however, the headline plays an out-sized role. It must grab the reader right out of the gate.

Let's look at seven ways to give marketing headlines impact.

1. Keep It Short and Sweet

Your headline should be brief, preferably under 10 words, yet powerful enough to convey the essence of your message. Aim for clarity and punchiness, ensuring that readers can grasp the main idea at a glance.

2. Evoke Emotion

The most effective headlines tap into emotions, prompting an immediate response. Examples include: "Tired of the constant stress?" or "Want to discover the secret to happiness?"

3. Highlight Benefits

Clearly communicate the benefits or value your recipient will gain from taking action. Focus on what's in it for them. For example, "Unlock exclusive savings inside!," "Get ready for a taste sensation!," or "Your dream vacation awaits."

4. Create Intrigue

Pique curiosity by using thought-provoking headlines. Make the reader wonder what comes next. For example,

"A surprising revelation ..."
"You won't believe what we found!," or
"The secret we couldn't keep."

5. Personalize When Possible

Address the recipient by name to create a sense of connection. For example, "Dear Sarah, thinking of you from Paris," or "John, this one's for you!"

6. Use Strong Action Verbs

Powerful action verbs add energy and urgency. Encourage recipients to take action or experience something exciting by using dynamic language. For example, "Explore the wonders of ...," "Discover the magic of ...," or "Indulge in... ."

7. Test and Refine

Experiment with different headlines to see what resonates most strongly with your audience. Track response rates to identify which headlines perform the best. Use this information to refine your future postcard campaigns and continuously improve your headline-writing skills.



Writing effective postcard headlines requires a delicate balance of brevity, emotion, and persuasion. By following these tips and taking the time to test and refine your approach, you can create postcards that make your audience take notice—and take action.

Welcome to the latest issue of *The Goodway Profit*. This newsletter is designed to provide you with information that will keep your 1:1 print campaigns cutting-edge and profitable.

Find out what kind of images will increase the impact of your marketing materials.



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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

ITC Avant Garde Gothic Pro
Chaparral Pro
Gill Sans Nova
Myriad Pro
Poppins



Eco Friendly

55% of shoppers consider the sustainability practices of a brand they support when making a purchase.

Source: Shopkick