goodway group
of massachusetts, inc.
Inventive Solutions for On-Demand Communications

THE GOODWAY PROFIT

5 Ways to Increase Direct Mail Results

Where to Find Data for Effective Marketing

How to Integrate Social Media with Other Marketing Channels

- Shoppers Increase Spending with Companies They Follow
- Businesses Report Improved Direct Mail Performance
- Most Marketers Have Increased Or Maintained Direct Marketing Budgets

Is Your Campaign Ready For Takeoff?

5 tips to get the best lift in direct mail results

Consumers love direct mail, but just because your beautifully designed letter or postcard arrives in their mailbox doesn't mean they are automatically going to read it. Even with the most eye-catching pieces, common mistakes can hinder your success. Let's look at five things to avoid in order to get the best results:

Inaccurate Targeting
Your piece may look great, but if you're sending it to the wrong audience or not including relevant information, it's going to be a dud. Instead of delighting your audience, you'll get lower response rates and risk damaging your business reputation.

Poor Data Quality
When was the last time you cleaned and updated your mailing list? Whether they're changing jobs, upsizing (or downsizing) their homes, or just looking for something new, Americans move an average of 12 times in their lifetimes. In the business environment, the average worker makes a career change every four years. Keep your mailing list up to date!

Overlooking Personalization
Even something as simple as personalizing a piece using the recipient's name causes them to take a second look. Adding relevant information based on what you know about them holds recipients' attention even further. Personalize your mail pieces, even if you just use a name. This will increase response rates, increase engagement, and create opportunities to deepen connections.

Ignoring Print Quality

Thinking about using a lower quality of paper or going with a cut-rate printer to cut costs? Don't! Even with a great list and a powerful call to action, a poorly printed piece risks being sent right into the trash. Plus, it looks very bad for your brand.

Not Integrating with Digital Channels

We live in a busy world in which your audience is constantly being bombarded with marketing messages. Don't risk getting lost in the noise. Integrate your print and digital campaigns to keep your name in front of your audience. Combine print, email, social media, and events. Drip, drip, drip your messaging until it breaks through.

Successful mailing campaigns aren't rocket science. Focus on accurate targeting, personalized content, and seamless integration with other marketing channels. With careful planning, attention to detail, and a commitment to maintaining high-quality data, you can see a huge payoff in the end.

Socially Connected

It's time to get your social media on!

More than 92% of U.S. businesses use social media for marketing. You may be one of them. But how intentional are your efforts? How should you be integrating social media with your other channels, such as print and email? Before answering that question, it's important to understand the role social media plays so you can put it in its proper place.

Audience Engagement
Social media platforms foster community building. They provide a space for like-minded individuals to connect, share experiences, and express affinity for a brand. Print materials introduce the brand, and social media builds a community around it. This sense of belonging enhances brand loyalty and advocacy.

Real-time Insights and Feedback
Don't think about social media as a place to push information. Think about it as a bustling hub of activity that allows for real-time conversations, feedback, and interaction. From comments and likes to shares and direct messages, engagement with your audience via social media provides you with unparalleled behavioral insights for future targeting in all of your channels, including print.

Brand Visibility and Awareness
Social media platforms are powerful tools for increasing brand visibility. According to one study, 63% of shoppers need to be exposed to a message three to five times before they start to believe it. Create content that is interesting, relevant, and sharable.

Targeted Advertising
Social media excels in targeted advertising. The ability to tailor content based on user preferences and behaviors across the web allows for highly personalized campaigns. What sites did your followers visit? What did they click on? The level of precision in behavioral targeting has incredible power to complement the targeting efforts in your other channels.

Real-Time Updates and Agility
Want to get information out there fast? The speed information travels on social media is unmatched. In a multichannel strategy, social media can act as your most dynamic component, providing real-time updates, promotions, and announcements. Real-time feedback through likes, shares, and comments allows for rapid iteration and adjustment of marketing strategies.

Social media is a dynamic force that complements and enhances traditional print campaigns. It builds community, fosters engagement, and provides opportunities for instant feedback. The combination of print's tangible impact and social media's interactive and real-time capabilities creates a holistic—and highly effective—brand experience.

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Mail's in the Mix

89% of marketers have increased or maintained their direct mail investments in the last year.

Source:Sequel

Direct Mail Measures Up!

70% of marketers report that their direct mail performance has improved in the last 12 months.

Source: Sequel

Searching For Data?

Where to find data for effective marketing

Great marketing starts with knowing your customers. Knowing your customers starts with great data. So where do you get it? How do you find that "marketing gold" that helps you better understand your customers and refine your targeted communications? Here are five places you can start.

1 IN-HOUSE DATA: The Treasures Within

One of the most valuable assets a company possesses is its in-house data. This includes customer databases, transaction histories, and interactions with the brand. Analyzing this data provides insights into customer behaviors, preferences, and patterns. This will require breaking down the silos between the areas where these data sources reside so that you can create a centralized data repository.

2 EXPANDING HORIZONS: Use Purchased Lists

Data houses or list providers specialize in compiling and selling targeted lists based on specific criteria such as demographics, industry, or geographic location. Purchasing lists from reputable data houses offers a quick and efficient way to access a more targeted audience. Before you hit "purchase," however, carefully vet your data providers to ensure data accuracy, relevance, and compliance with data protection regulations.

3 SUBSCRIBER LISTS: Try Magazines

Magazines often compile and sell subscriber lists to businesses looking to target a specific niche audience. For example, a technology company might find value in acquiring a list from a tech-focused publication.

4 ONLINE SURVEYS AND FORMS: Direct Engagement for Data Collection

Consider engaging directly with your audience through online surveys and forms. This not only fosters interaction but also provides valuable data. By incentivizing participation, you can gather information about your audience's preferences, opinions, and demographics for use in refining your marketing strategies and tailoring your offerings going forward.

5 PARTNERSHIPS AND COLLABORATIONS: Shared Data for Mutual Benefit

Collaborating with complementary businesses or forming partnerships can open avenues to shared data. By mutually leveraging each other's customer insights, you can both expand your reach and create more impactful marketing campaigns.

A Holistic Approach to Data Utilization

Great data is everywhere, and you don't need to tap into every resource all at once. Pick one data source and start there. Incorporate what you learn, then gradually add to your knowledge over time. Regardless of where you start, carefully integrate the wide variety of data sources available so you can enhance your understanding of the market, refine your targeting efforts, and ultimately achieve more impactful 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.

Build a community around your brand by combining social media and traditional print marketing.

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16 A Street
Burlington, MA 01803

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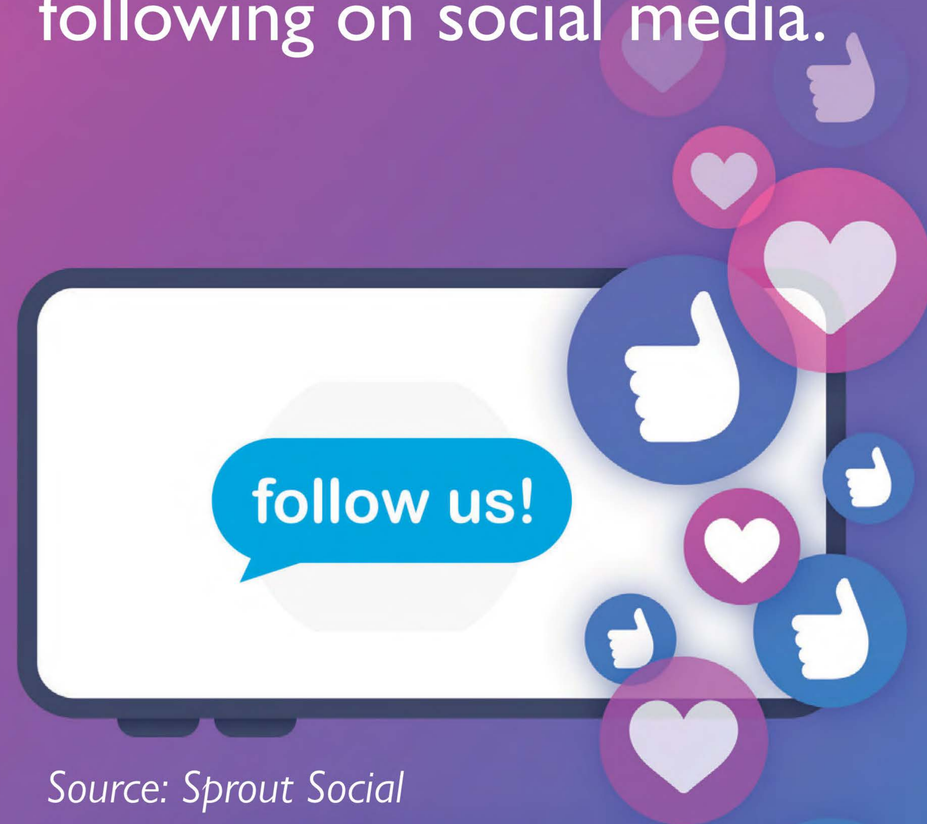
Follow Up!

75% of shoppers increased their spending with companies they started following on social media.



Source: Sprout Social