

Got Trust?

When it Comes to Buyers, Brand Trust Outweighs Discounts

How Finishings and Coatings Can Increase the Power of Print

Reap the Benefits Of User-Generated Content in Print

- Abandoned Shopping Cart Emails Are Frequently Opened
- Attendance Grew Significantly at In-person Events In 2023
- Willingness to Share Personal Data Has Stayed the Same or Increased Since 2020





The Power of Touch

How finishings and coatings can increase the effectiveness of print

In the world of print, visual appeal often takes the spotlight. Yet the sense of touch can be equally powerful. Haptic perception, or the sense of touch, is a fundamental aspect of human interaction with the physical world. When applied to printed materials, this sensory experience creates a deeper and more memorable connection between the consumer and the brand.

50th

Enhancing Perceived Value

The brain processes tactile information differently than visual stimuli, making touch a powerful tool in influencing purchasing decisions.

For example, the physical feel of a printed piece can significantly enhance the perceived value of a product or service. Finishing techniques such as embossing, debossing, and spot UV coating



introduce texture and dimensionality that capture attention and communicate a sense of luxury and quality. As a result, they serve as subconscious cues to the buyer, suggesting a higher level of craftsmanship and attention to detail.

The impact of touch on purchase decisions is reinforced by a study in the *Journal of Consumer Behavior*. Researchers from the Surrey Business School (Guildford, UK)



found that touch activates a higher level of “brand contagion,” or affinity created between the shopper and the brand.

Forming Positive Associations

Touch also has the unique ability to evoke emotions and memories. When consumers engage with a printed piece with a pleasing texture, they are more likely to form positive associations with the brand.



Whether it’s the velvety touch of a soft-touch laminate or the raised elegance of embossed lettering, tactile elements contribute to a sensory-rich experience that goes beyond the visual and forges a lasting emotional connection.

Multiplying Power

The “science of touch” has multiplying power by engaging more than one sense simultaneously. By stimulating both visual and tactile senses, brands can create a holistic experience that leaves a more profound and lasting impression on their audience.



Differentiating in a Digital World

In an era dominated by digital communication, the physicality of print has become a distinct advantage. Incorporating unique finishing touches not only provides a tangible break from the intangibility of screens, but becomes a memorable touch point, ensuring that the brand lingers in the consumer’s mind long after the initial interaction.



Need a Nudge?

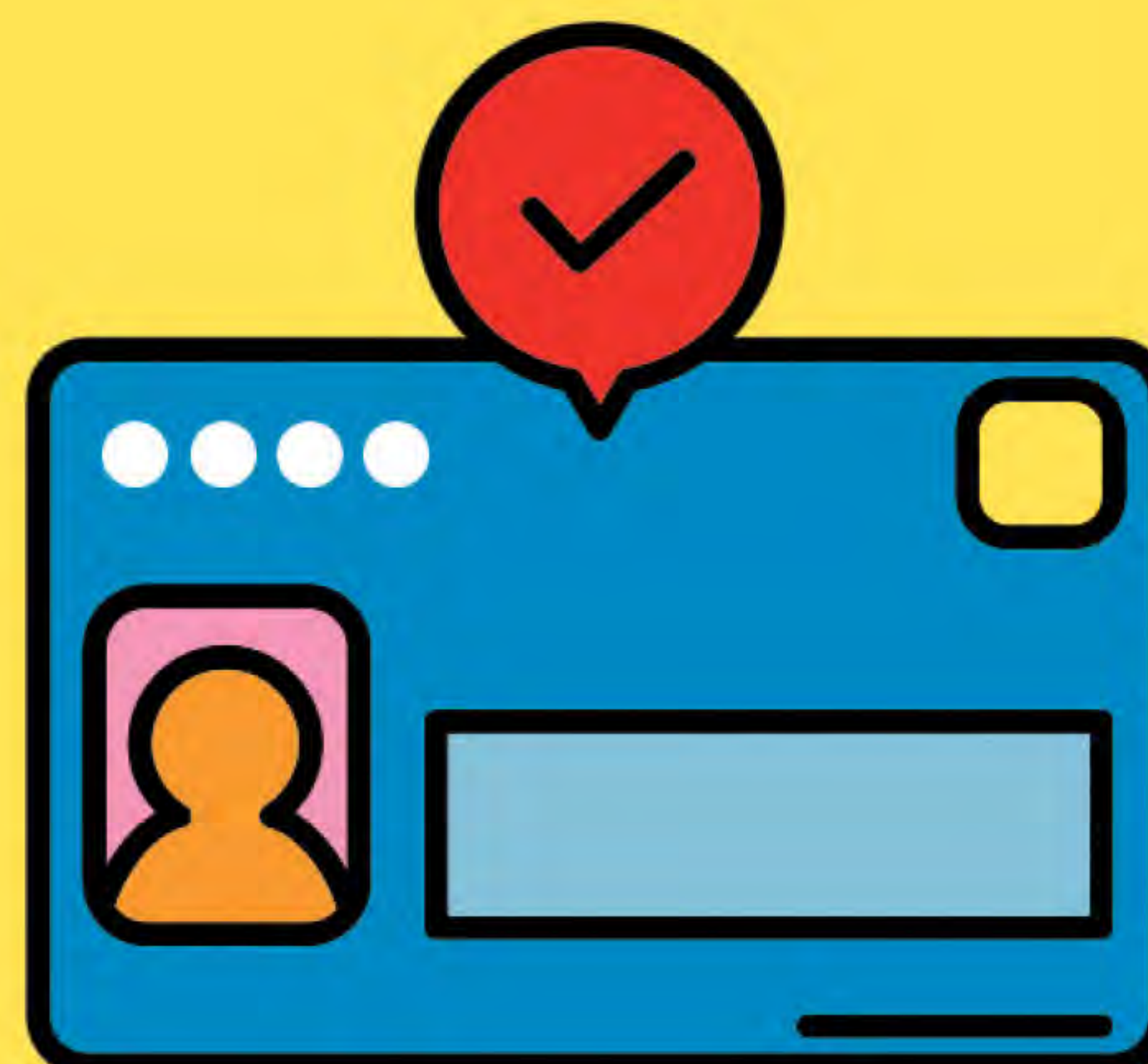
42% of abandoned shopping cart emails get opened.



Source: Klaviyo

Care to Share?

70% of consumers are “as willing” or “more willing” to share personal data than they were three years ago.



Source: Braze

Carefully Cur

Leverage user-generated content in print to build a loyal customer community



When it comes to input on which product to buy, who do shoppers trust most? Their friends and family. Sure, they are influenced by ads and marketing, but they are more likely to trust the people around them than the brands themselves.

That's why one of the fastest growing trends in marketing is user-generated content (UGC). Whether marketing in print or digital, leveraging content created by your audience turns your customers into brand advocates.

What are some examples of user-generated content?

- Customers posting pictures on Facebook of their kids wearing your brand's swimsuits on their family vacation.
- Customers doing TikTok videos on how much their dogs love your new line of pet treats.
- Customers posting Instagram pictures of their birthday parties held at your restaurant.

UGC provides an authentic perspective on your brand, fostering trust among your audience as they see real people engaging with your products or services. Data from Adweek shows that 85% of shoppers say they're more influenced by UGC than content a brand produces itself.

But isn't UGC only for digital channels? Not at all. Anything in the digital realm can be repurposed for print.

ated Content

Kids Kamp
STEM LEARNING CENTERS



This class is the best part of my day.

—Adelle Jones



VS.ORG



- Add positive customer online testimonials and reviews to print materials like direct mail, brochures, catalogs, and even packaging.
- Run photo or video contests, then curate and display the entries in your print materials (with thumbnails of the videos), as well as on digital channels like your website, email, and social media.
- Pick a “winning” image from one of your UGC campaigns to feature

on the cover of your monthly newsletter or quarterly catalog.

- Use in-store by creating a collage of customer images for your signage or adding Instagram photos to point-of-purchase displays at the checkout counter.

For a powerful multichannel approach, use UGC in your print materials, then use QR codes to link to videos or other dynamic content on your website or social

media channels, where users can interact with and share it.

User-generated content has evolved into a cornerstone of modern marketing, breaking down the barriers between brands and their customers. By strategically incorporating UGC into your multichannel marketing campaigns, you not only harness the power of authentic storytelling but also cultivate a community—and strong customer loyalty—around your brand.

A man wearing a blue hoodie and a yellow beanie is climbing a rocky mountain trail. He is leaning forward, reaching out with his right hand to help another person whose hand is visible in the foreground. The background shows a scenic view of a lake and mountains.

Got Trust?

When it comes to buyers, brand trust outweighs discounts

BEING THERE

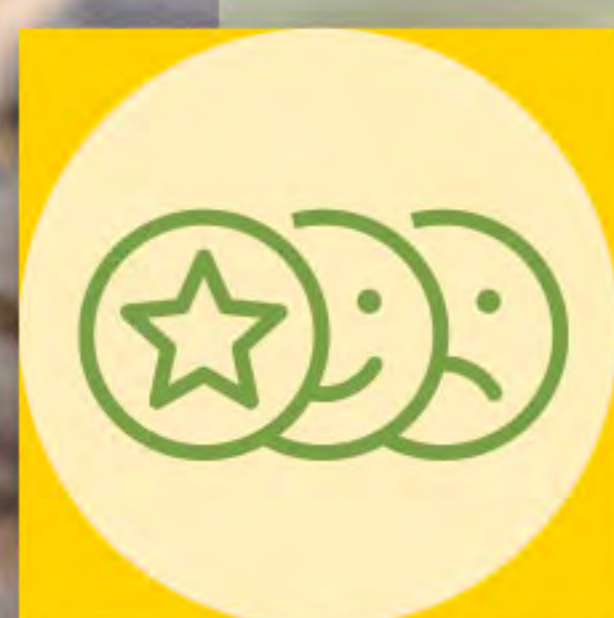
Quick! Which is more important to buyers? Price or their relationship with you? If you said price, you'd be wrong. That's why staying in touch with customers, even when you aren't selling something, is so important.

WHO WANTS UNCERTAINTY?

In a new consumer survey from Braze, buyers were asked to share which factors motivate them to make repeat purchases. Product quality/brand trust shared the top spot with "affordability." Discounts came in a distant third.

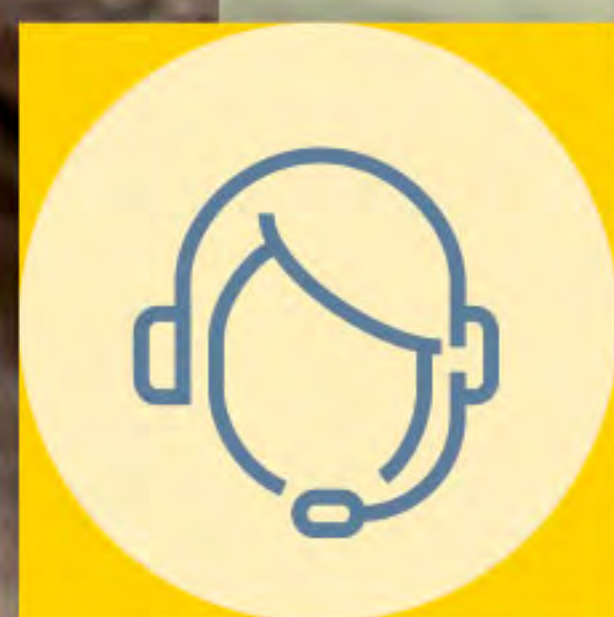
This isn't so surprising when you think about it. No matter what products you sell, there are a lot of them out there. With so many options, buyers might find a lower price, but what are they going to get? What will the quality be like? What kind of service and support will be offered?

Brand trust takes away the uncertainty. Your price might be slightly higher than a competitor's, but if the buyer hasn't purchased from your competitor before, they don't know what they are going to get. With you, they do.



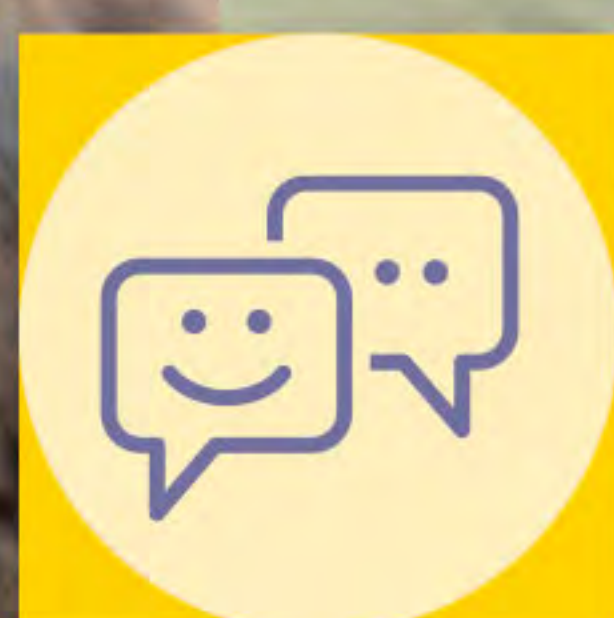
BE HONEST AND ACCURATE IN YOUR MARKETING COMMUNICATIONS

Ensure that what you are telling your buyers matches what they actually get.



BE EASY TO DO BUSINESS WITH

Make choosing, purchasing, and (yes) returning products easy. Even if a customer returns a product, if you make it easy, they are likely to buy from you again.



COMMUNICATE TO BUILD RELATIONSHIPS

Be a company that invests in its customers. Share insights. How-to's. Give your customers sneak peeks at what is coming up. Make them feel invested in your brand.

If you only communicate with your customers when you are selling something, that's a transactional relationship—and transactional relationships don't build trust or customer loyalty. But staying in touch with your customers to communicate value in additional ways is a trust-building relationship that pays dividends over time.

Talk to us about creating a multichannel campaign that does more than build your sales—it develops trust and builds long-term relationships at the same time.

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 finishes and coatings can make print even more powerful.



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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

Getting Out and About

There was a **34%** increase
in attendance at
in-person events in 2023.

Source: Sprout Social

