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

™

THE GOODWAY PROFIT

Looks Good On Paper

Reading Print Promotes Deeper Focus and Comprehension

Use Marketing Personas to Refine Messages and Connect With Real Customers

White Space Enhances Design and Improves Communication

- **Marketers Believe Personalized Experiences Improve Business**

- **Consumers Unsubscribe When They Receive Too Many Emails**

- **Lead Nurturing Strategies Bump Sales Figures**

LIGHTEN UP

White space enhances design and improves communication.

White space, often referred to as negative space, is the empty space between and around elements of a design. While it may seem counterintuitive to leave parts of a design blank, white space plays a crucial role in making a design visually appealing and effective. Here are five ways that white space does just that.

1. VISUAL CLARITY

White space helps to create a sense of balance and organization. By providing breathing room around elements, white space prevents the design from feeling cluttered and overwhelming. Take a look at Apple's website. Notice how the generous use of white space helps to highlight the products and make the overall design feel clean and modern. Whether you are designing for print or digital, Apple's website exemplifies the power white space offers.

2. READABILITY

White space can significantly impact the readability of text. Adequate spacing between lines and paragraphs improves legibility and makes it easier for readers to follow along. Similarly, generous margins around text blocks can prevent the text from feeling cramped. White space can also enhance readability.

3. COMPREHENSION

White space can improve comprehension by guiding the viewer's eye through the design. For example, Nike's advertising and branding often feature bold, impactful imagery with minimalist text and design elements. Nike's print ads, for example, often use white space to draw attention to the product or key message, while also creating a sense of elegance and sophistication.

THE BENEFITS OF BREATHING ROOM

White space is a powerful design element that should not be overlooked. By strategically incorporating white space into your designs, you can improve visual clarity, readability, comprehension, emphasis, and overall aesthetic appeal. Whether you're designing a website, a brochure, or a poster, remember that sometimes less is more!

4. EMPHASIS AND FOCUS

White space can be used to emphasize key elements of a design. By surrounding important elements with white space, designers can draw attention to them and make them stand out. This ensures that the viewer's attention is focused where it matters most.

5. AESTHETIC APPEAL

Beyond its functional benefits, white space can enhance the aesthetic appeal of a design. Well-balanced designs that make effective use of white space are often perceived as more elegant, sophisticated, and professional.

Getting Personal

70% of marketers believe personalized experiences drive sales and repeat business.

Source: HubSpot

Feed Your Leads

Sales increase **20**% when companies implement lead nurturing strategies.

Source: Oracle

Human Connections

Marketing personas can help tailor messages and product offerings to connect with consumers.

Great marketing boils down to relevance—creating content that buyers can relate to. That's easier said than done. Even shoppers with similar demographic characteristics can have very different values and purchasing motivations. One of the ways to navigate this challenge is to create buyer personas.

A buyer persona is a semi-fictional representation of your ideal customer based on market research and analysis of your own customer data. For example, you might be a company that sells outdoor gear. One of your buyer personas could be "Adventure Seeker Alex." In this persona, "Alex" is a 30-year-old male who loves hiking, camping, and exploring the great outdoors. He works as a software engineer and enjoys spending his weekends in nature. Alex is interested in high-quality, durable gear that can withstand rugged outdoor conditions.

By creating a persona like Adventure Seeker Alex, you can tailor your marketing messages and product offerings to resonate with customers like him: "Cheap Skis? Not Cool! Opt for Top-Quality Gear and Own the Slopes!"

Work Backwards

But how do you create these personas? Start with basic market research. Say you conduct a survey of consumers who have purchased outdoor gear. Start with basic demographic questions, including age, gender, household income, and

profession. Then ask questions related to their outdoor activities.

- Are they adrenaline junkies? Or do they prefer more serene sports like canoeing?

- Do they see outdoor sports as a luxury? Or is it an activity they plan their lives around?

- How much do they spend on these activities? Do they buy the best equipment? Or is functional and economical good enough?

From here, work backwards. Who are the people who are adrenaline junkies and feel high-end equipment is worth the money? Look for commonalities such as similar demographics, occupations, and lifestyles. This is how you end up with Adventure Seeker Alex. If you want to sell entry-level equipment or budget-conscious products, you can go through a similar process for Curious Novice Sally or Practical Adventurer Sam.
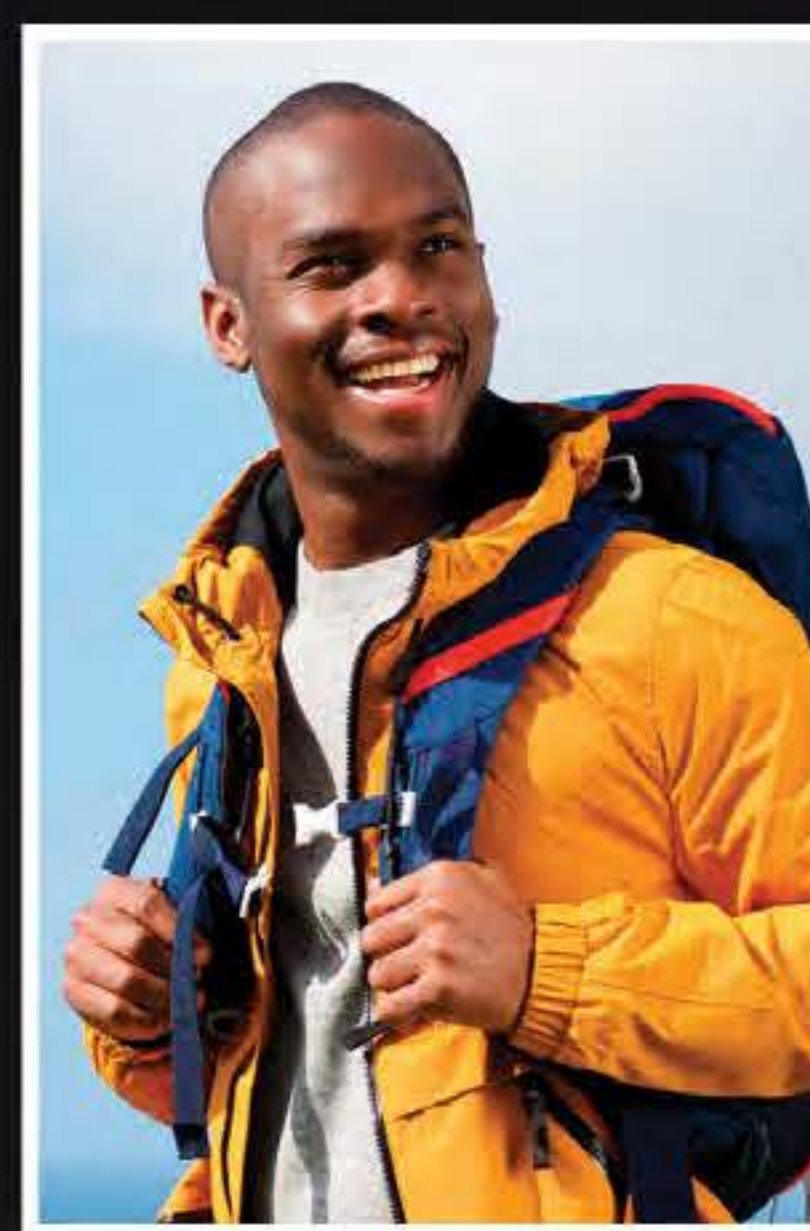
Once you create personas that match up with the desired products, you can create marketing campaigns around them. How would you speak to Adventurer Alex? Novice Sally? Or Practical Sam? Use these narratives and marketing copy for each persona to reach out to segments of your target audience whose profiles match these personas.
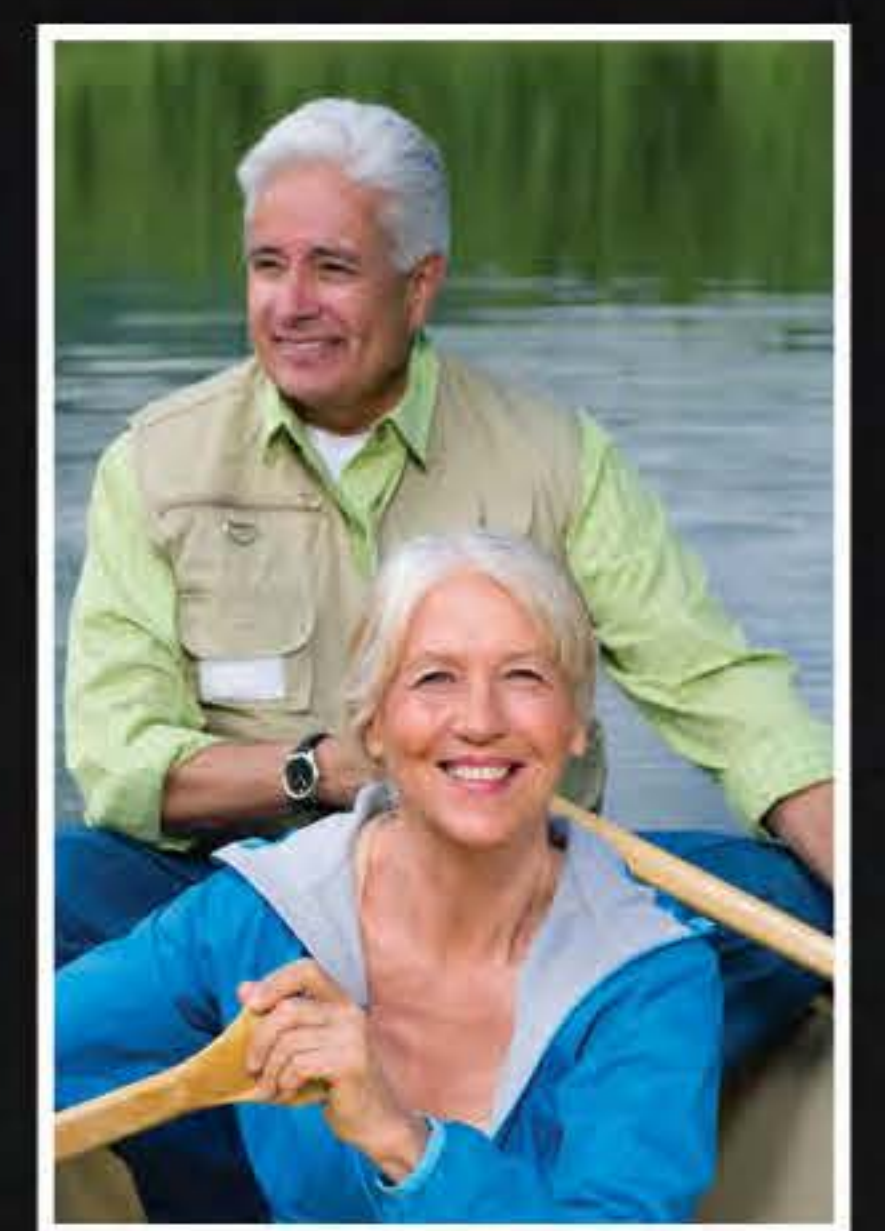
So be more human in your marketing. Create personas! This way, you can stop marketing data and start marketing to people.

Despite the convenience and accessibility of digital media, there is a reason that print still holds a special place in our hearts and minds. Whether it's for study, leisure, or shopping, print media offers a unique and valuable experience that cannot be replicated by screens. So when you are planning your next marketing campaign, don't forget about print.

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.

Learn how one outdoor retailer created marketing personas to refine their message and match products to consumers.

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Emailed Out

34% of consumers unsubscribe from brands that send too many email messages.

Source: Optimove