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of massachusetts, inc.

Inventive Solutions for On-Demand Communications

THE
**GOODWAY
PROFIT**

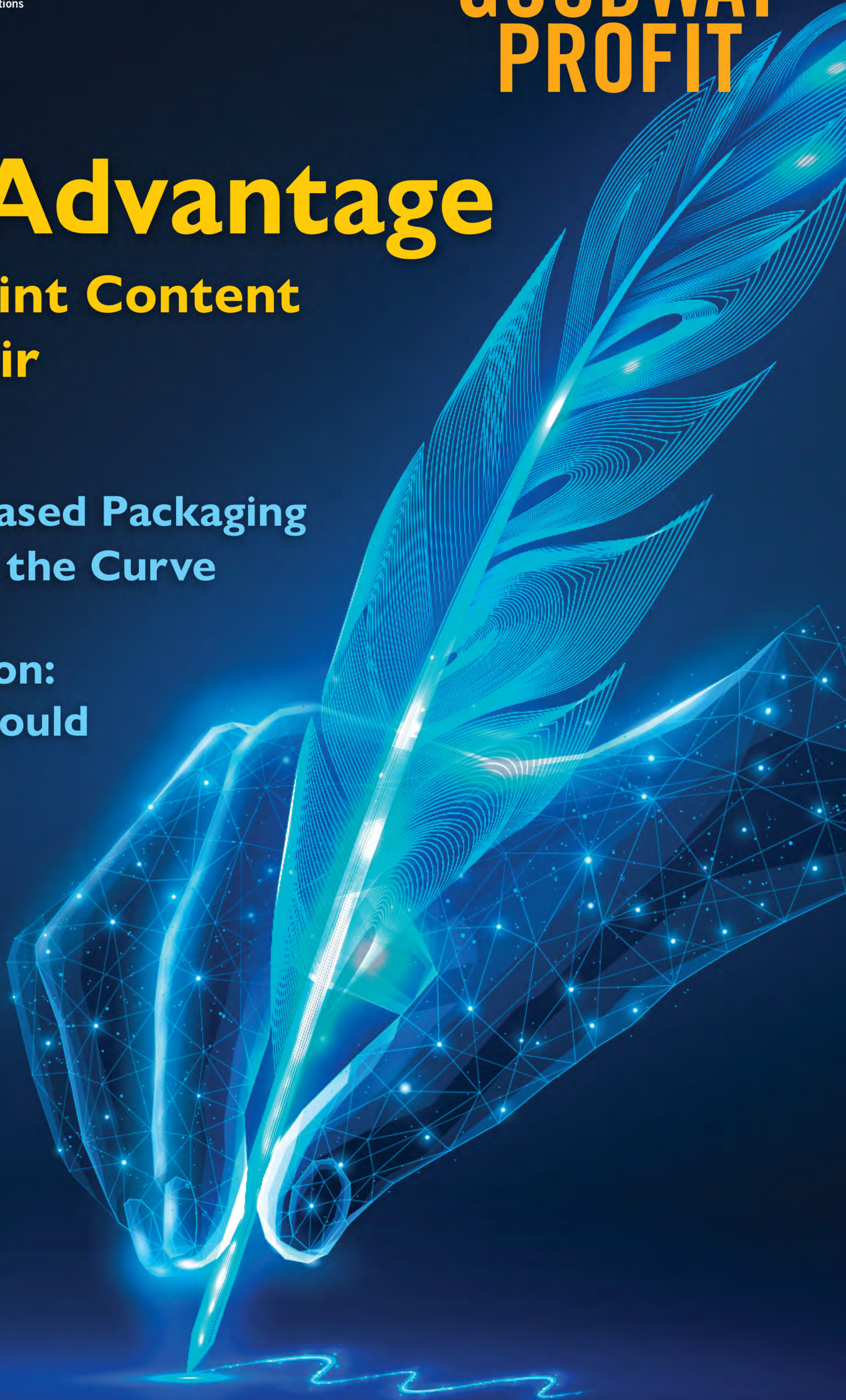
The AI Advantage

Why AI and Print Content Are a Great Pair

**Switch to Paper-Based Packaging
and Stay Ahead of the Curve**

**Cost Per Acquisition:
The Metric You Should
Not Overlook**

- **Sustainability Is Important to Most Consumers**
- **Many Marketers Are Using AI in Their Content Creation**
- **Direct Mail Influences Purchasing Decisions**



THE AI ADVANTAGE

Why AI and print content are a great pair



We've all been hearing about the use of artificial intelligence (AI) programs like ChatGPT to write marketing copy. Often, the focus is on digital channels like email, social media, and the web. But as we will see, AI's greatest benefits may be for print.

AI is great at producing high-quality, relevant, and original content. This includes engaging headlines, strong calls to action, and concise descriptions that capture attention and drive action. However, for digital channels, there are drawbacks, too. Search engine optimization (SEO) is one of them. While AI-

generated content can produce large volumes of original text quickly and efficiently, AI can have a negative impact on SEO. Why?

Lack of Originality

AI-generated content can be repetitive and lack unique insights, which can negatively impact SEO rankings.

Thin Content

AI can produce content that lacks depth. Content that fails to provide substantial information may be penalized by search engines.

User Engagement

AI-generated copy might not engage readers as effectively as human-written content, leading to higher bounce rates and lower dwell times.

AI-GENERATED COPY IN PRINT: A WINNING STRATEGY

The issues that create challenges for AI-generated copy in digital channels are not issues for print. In fact, print materials such as flyers, direct mail, and brochures benefit from the type of clear, concise messaging at which AI excels.

AMONG THE KEY BENEFITS OF USING AI FOR PRINT



AI can generate large volumes of copy quickly, ensuring a consistent voice and messaging across different materials.



AI can tailor messages to specific audiences in seconds. For example: "Rewrite this copy for a Millennial audience."



AI is great at generating engaging headlines, persuasive calls to action, and concise descriptions.



AI is particularly good at producing clear and informative content that highlights product features, benefits, and unique selling points.

Thus, while AI-generated copy may face challenges in the digital realm, it offers the promise of efficient, consistent, and cost-effective content generation for all types of print. You may still need to tweak it to your own needs and voice, of course, but AI offers a great starting point in producing content your customers will love.

AI: The Handy Helper

45% of marketers are using AI in their content creation.



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Source: WebFX

Sustainability is Good Business

78% of consumers say that sustainability concerns are "very" or "somewhat" important to them when buying a product.



© iStockphoto.com/Thx4Stock

Source: Blue Yonder

Impossible to Choose One?

Use the Cost Per Acquisition metric to help with your toughest marketing decisions



When planning your marketing strategy, you have many channels to choose from. From direct mail to email and social media, there are myriad metrics that you can use to measure your success. While metrics like response rate and conversion rate are well-known, one metric that often flies under the radar is Cost Per Acquisition (CPA).

CPA is a key performance indicator that calculates the cost of acquiring a new customer or lead through a specific marketing campaign. This metric can provide valuable insights into the effectiveness of different marketing strategies and help you make informed decisions about budget allocation, audience targeting, and more.

CPA for Direct Mail

One of the marketing channels where CPA has been extensively used is direct mail. Calculating the CPA for a direct mail campaign involves dividing the total cost of the campaign by the number of new customers or leads generated as a result.

Say you own a pet store and develop a direct mail campaign to current customers. To improve relevance, you divide that campaign into target segments: cat owners and dog owners. The overall campaign costs \$10,000 and generates 100 new customers. That's an average of \$100 per customer. But when you break it out by type of animal owned, the numbers look very different:

CPA OF PET OWNERS
Cat owners = \$120 Dog owners = \$80

Does this mean you immediately ditch prospecting to cat owners? Not necessarily, but if you want to get the most bang for your buck, you know that dog owners should be the priority.



© iStockphoto.com/damedeso, Russia, TSDesign (cards)

Consider other metrics as part of the CPA analysis. Which pet owner spends more on their pet over time?

Comparing CPAs . . . Now What?

Of course, the CPA isn't the only metric to take into consideration. It's important to take into consideration other factors, as well, such as how much a new customer spends with you once acquired and how frequently that customer buys from you over time. So even if cat owners cost more to acquire than dog owners, if you find that they spend more on their pets over time, that's an important factor in the equation.

While CPAs may be unfamiliar to many businesses, it's easy to see how useful they can be. You know your audience, and very often, your intuitive understanding of what works is accurate. But data is important, too. By comparing the CPAs of various campaigns, that data becomes an important piece of the puzzle.



THE PAPER PREFERENCE

*Stay ahead of the curve
by switching to
paper-based packaging*



Did you feel that? It was a seismic shift in the future of packaging. It's new legislation that does the following:

- Implements waste reduction targets.
- Bans using plastics that contain PFAS (forever chemicals).
- Reduces single-use packaging.
- Incentivizes high-quality recycling.

Tough new rules for consumer brands? Not necessarily. Paper packaging is exempted from all measures.

While this legislation (called the Single-Use Plastic Ban) comes out of the United Kingdom, there is an important takeaway for U.S. brands. It is part of the larger trend in which companies are shifting away from plastics to paper in their packaging.

That shift is happening in the United States, as well. Although not as a result of legislation, high-profile companies like Amazon, Chick-fil-A, and Peet's Coffee are leading the way by making the shift proactively. Here's how they are staying ahead of the curve:

- Amazon is eliminating air pillows in its e-commerce packaging. Already, 95% of its packaging uses paper-based filler, and the remainder will be paper by the end of this year.
- Chick-fil-A is replacing its traditional cups with double-wall fiber-based cups for cold beverages and milkshakes.
- JDE Peet's has announced plans to launch new, fully recyclable, paper packaging for its instant coffee ranges.



There will likely always be some products, such as frozen food and products requiring moisture barriers, that will need plastics or the equivalents. However, packaging that uses plastic simply for aesthetic reasons continues to face pressure from paper. Why?

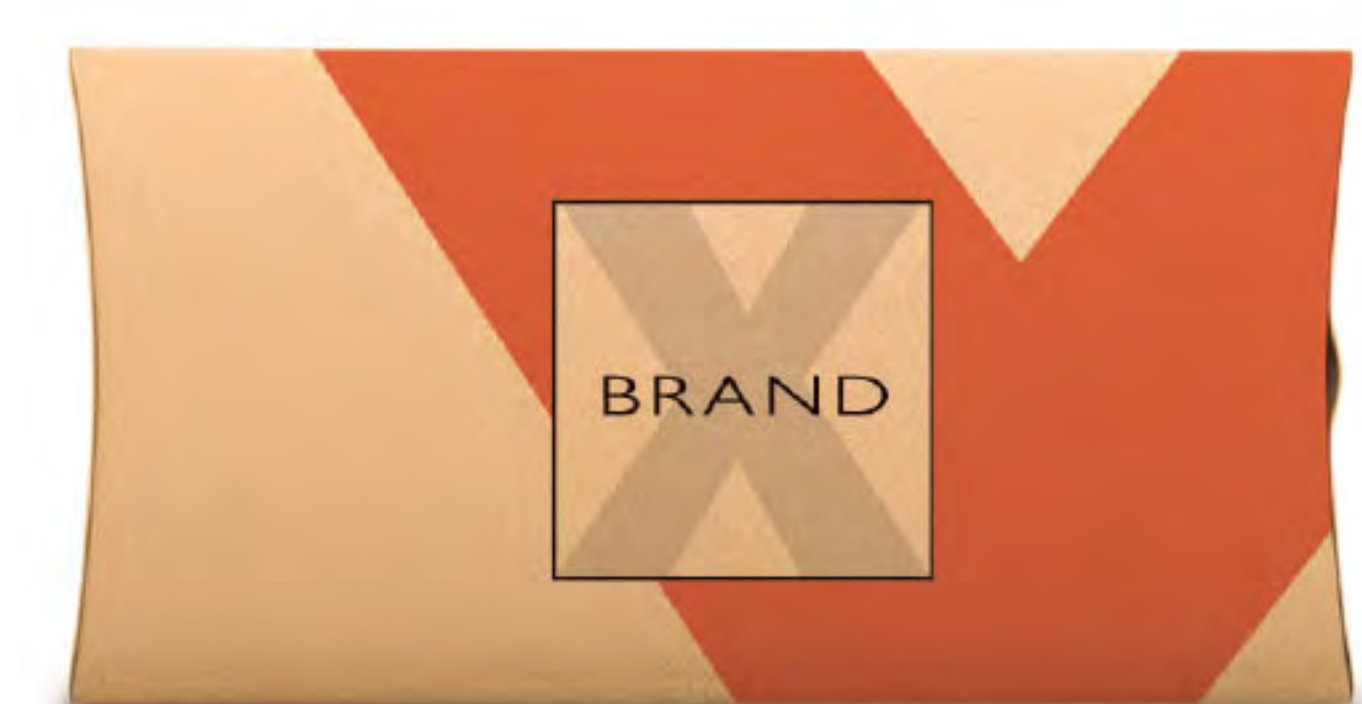
- **Paper is easy to recycle and as such has much higher recovery rates than plastic.**
- **Paper is a renewable resource.**
- **Consumers increasingly prefer paper to other materials.**

Want that exciting, glossy look? New recyclable varnishes add intriguing finishes, and tactile effects for labels and packaging are emerging constantly. There are a growing number of substrate suppliers specializing in compostable, recyclable, paper-based and innovative

plastic flexible packaging solutions even for challenging sectors such as food, personal, and household care and tobacco.

“Paperization” of packaging is already happening, driven by the purchasing preferences of today’s consumers. The tide is already turning. If you make the switch to paper-based packaging now, you’ll be ahead of the curve. Ask us about switching to paper-based packaging solutions!

Any brand can be brought to life on beautiful, paper packaging. The combinations of paper stocks and the variety of finishes are endless.



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 why companies are shifting away from plastics to paper in their packaging.



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Inventive Solutions for On-Demand Communications

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The Direct Mail Factor

33% of shoppers say
direct mail is a major influencer
in their purchasing decisions.



Source: Sequel