



Taking the Long Way

Help Customers Navigate Difficult Topics Through Longer Copy

Create High-Impact
Personalized Mail with
Email Metrics

Font Choices Made Easy: Unlock the Secret to Professional Design

- Irrelevant Offers
 Frustrate Customers
- A Cohesive Omnichannel Experience Is Important
- Consumers Consider Brand Reputation More Important than Price





Unlock the secret to professional design

Designing a print piece can feel daunting, especially for those without design backgrounds. However, a few tips can help you choose the right fonts to create pieces that look professional and appealing, while communicating your message effectively.

Keep It Simple

One of the simplest ways to create a clean and professional look is to limit your font choices. Stick to two or three. This allows for creativity without the piece looking cluttered or messy. It also enhances readability.



Modern

Choose Your Personality

Every font has its own personality, and selecting the right one is crucial for conveying the tone of your piece. For instance, rounded fonts often evoke a friendly and approachable vibe, while hard-edged, geometric sans serifs project strength and modernity. Serif fonts, with their classic lines, suggest elegance and sophistication. Consider the message you want to deliver and choose a font that aligns with that tone.

SPACING

Give Words Their Space

Proper spacing between letters, lines, and words is essential for readability and aesthetic appeal. Align text creatively, including using letter spacing to fill empty spaces. However, be cautious. Giving letters too much space may cause them to feel disconnected, while making letters too tight can lead to readability issues. Play with the spacing and get objective feedback from those you trust.



Maintain Consistency

Consistency is key to a cohesive design. If you have multi-page documents, maintain the same design choices across all of your pages. Ensuring consistency in font sizes and styles gives the piece a polished and professional look.



Keep It in the Family

Many typefaces offer a variety of styles, such as italic, bold, and condensed.
Staying within one family allows you to maintain visual consistency while still offering creative flexibility.

Remember, simplicity and consistency are your allies in design, especially when you are just getting started. With a thoughtful approach, you can communicate your ideas clearly and attractively, regardless of your design experience.

Happy designing!

Brand News

49% of consumers say a brand's reputation is more important than price when making a purchase decision.

Source: Marigold



Waste Products

40% of consumers are frustrated by having received irrelevant offers in the last six months.



Give Customers What They *Really* Wa

Create high-impact personalized mail by analyzing email metrics

You want to personalize your print communications, but you're just a small company. How can you create the level of precise targeting that is demanded by today's customers? How do you know what they're really interested in? Analyze your email metrics!

Tapping the insights available from email metrics is one of the ways print and digital communications can work well together. Email offers simple, easy insights you can use in print.

Let's say you are a flower retailer, and you send an email to your current customers featuring your five latest floral arrangements.

After 24 or 48 hours, you go into your email platform and see who clicked on what. This allows you to create lists of which contacts looked at which bouquets.

You don't have to guess what your audience is interested in. They just showed you!

Bouquet-Lookers and Birthdays

Once you know who is interested in which bouquets, it's time to figure out timing. You can have the right product, but if you deliver the offer at the wrong time, your offer will fall flat. How do you know who is likely to make a purchase right now?

One way is to sort by those with special occasions, such as birthdays or anniversaries coming up in the next 30 days.

Once you know who in your audience has a special occasion coming up and cross-reference by which bouquets they have looked at, you have a list that is about as targeted as you can get. It's the right product(s) at the right time.

Now you are ready to send out mailers featuring the one or more bouquets they clicked on. "Celebrate Their Special Day with a Bouquet They'll Adore!"

Capitalizing on Digital Insights

This is a great example of how print and digital can work well together. Email provides the

insights, and print provides the beauty and stopping power that only a tangible piece can. Since you are promoting only bouquets your audience has already shown interest in, what do you think that will do to your response rate?

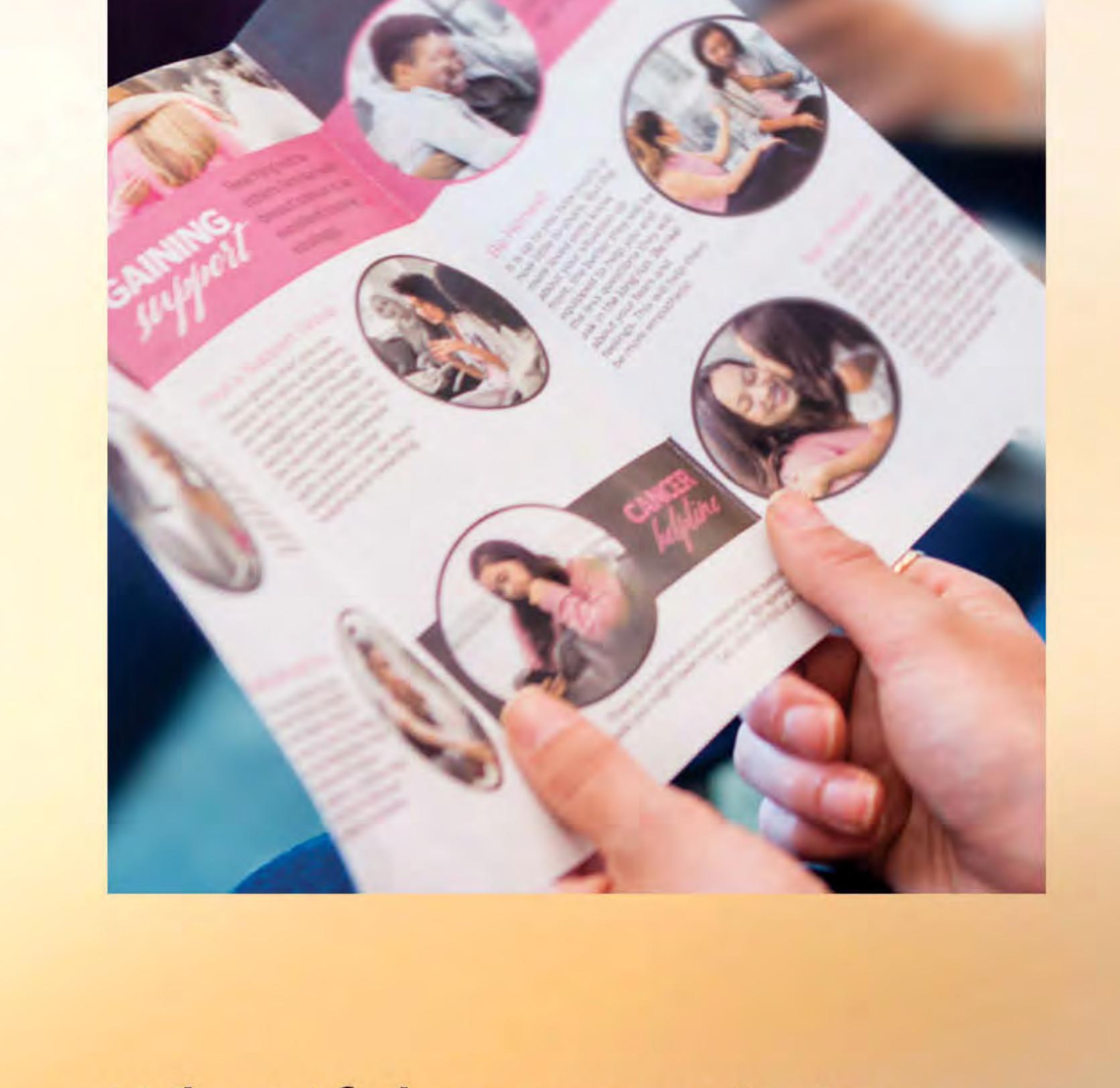
Whether it's flowers or auto parts, analysis of email metrics allows you to create highly targeted direct mail pieces using simple, easy techniques. Don't you love it when things are easy?

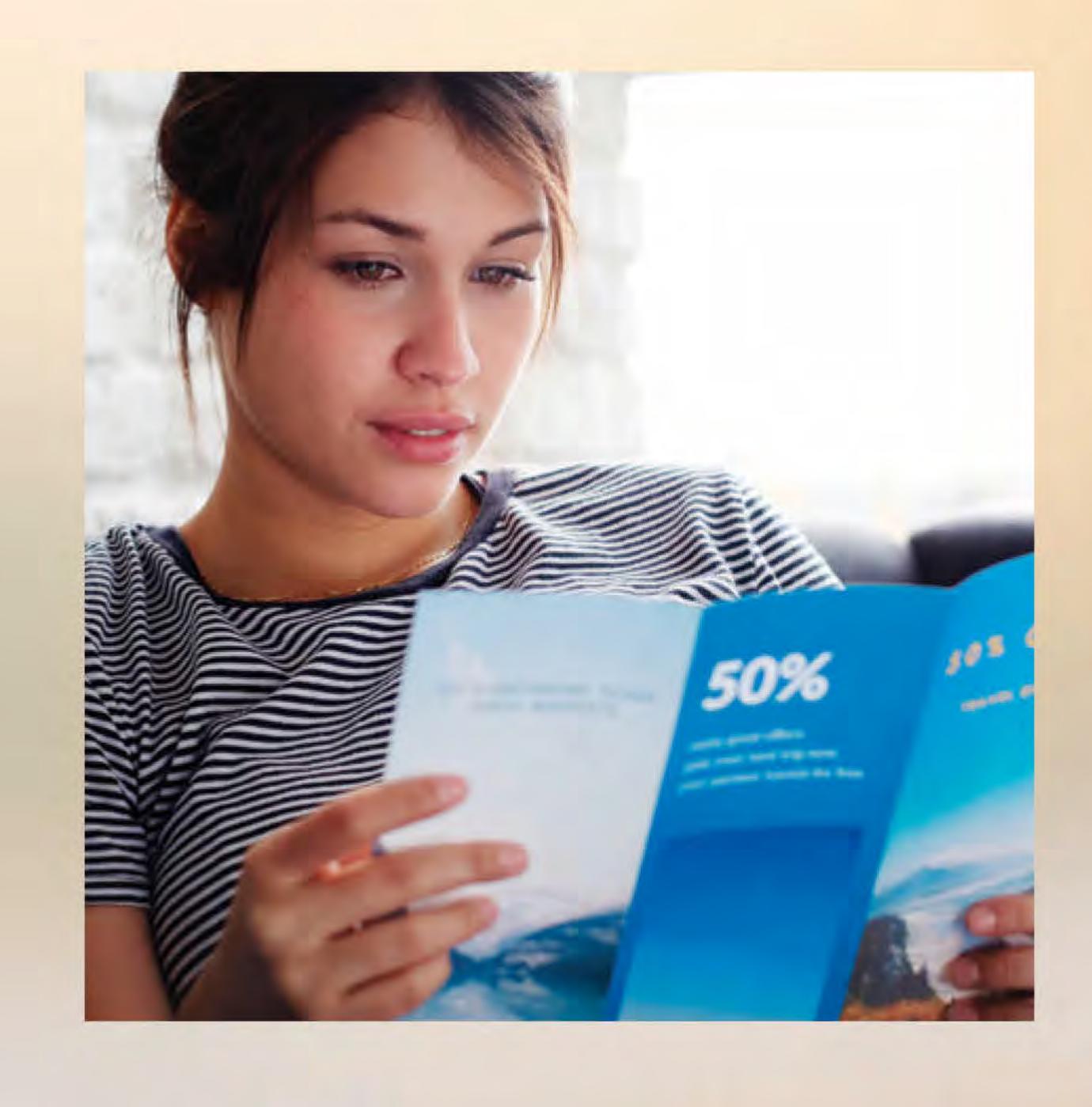




Take the Long Road

Help customers navigate difficult topics with longer copy





You may have noticed that marketing copy is getting shorter. .. most of the time. People are busy, so whether it's headlines and subject lines, social media posts, or postcard copy, marketers are moving toward shorter copy that is more likely to get read. But every once in a while, longer copy outperforms shorter copy.

in long-form copy comes from MECLABS, a consumer behavioral research center that recently studied the messaging of an addiction treatment center. When the treatment center lengthened its copy, MECLABS found, its relative increase in leads jumped over 200%!

This might seem counter-intuitive, but according to MECLABS, the issue was the ability to address and ease anxiety. Contacting an addiction treatment center is something that is often fraught with uncertainty and stress. Longer copy, combined with detailed pictures, answered a lot of people's questions without

the potential client or their family having to initiate contact right away.

The result? A 220% relative increase in leads.

What Makes It Work?

As we might expect, longform copy tends to be more effective for complex and sensitive topics like addiction recovery. Other examples include mental health treatment, men's and women's health issues, and highly technical subjects like web hosting or financial services. Let's look at three reasons for this.

Depth of Information

People are often hesitant to make an investment in something they don't understand. Are they asking the right questions?

7

What if they are missing something? Longer copy provides details that help them feel informed and confident.

Building Trust

In-depth content, including testimonials and statistics, enhances credibility and positions the business as an authority, fostering trust among people who might feel uncertain.

Addressing Objections

Comprehensive
copy can preemptively
address common fears and
concerns. Once people's
concerns are addressed, it's
easier for them to evaluate
the benefits of one product
or service over another.
Reducing anxiety makes
decision-making easier.



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.

See how font choice can lend your designs a professional look and feel.







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Connect with Customers 34% of marketers say that customers having a cohesive omnichannel experience is "very important." Source: eMarketer OMNERANNE