

Back to Life!

**3 Ways Print
Is Making
A Comeback**

**Tap into the Power of
Emotion in Content Marketing**

Easily Refresh Your Print Marketing with AI

- Boomers Prefer Paper Coupons to Digital Ones
- Emotional Content Can Be More Effective than Fact-based Content
- AI Tools Help Marketers Personalize Customer Content

MARKETING REFRESH!



Revitalize your print marketing with AI

Print materials remain one of the most powerful ways to make a lasting impression, but even the best brochures, flyers, and catalogs can grow stale over time. That doesn't mean you need to start from scratch. With the help of AI, you can refresh, revitalize, and breathe new life into your existing marketing pieces quickly and professionally.



Update, Don't Replace

Maybe you've had the same company brochure for years. The design still works, but the copy feels dated. AI can rework the text so it feels current, updating language, sharpening taglines, and aligning your message with today's customer expectations.

For example, one landscaping company modernized its brochure by using AI to replace generic service descriptions with fresh copy that emphasized eco-friendly practices. The design stayed the same,



but AI enhanced the message to focus on sustainability for today's more environmentally conscious homeowners.



Generate Fresh Taglines and Headlines

First impressions matter. The right headline or tagline can make the difference between someone reading your material or tossing it aside. AI can generate dozens of variations in seconds, giving you options to test and refine. A boutique gym discovered this when it swapped the tired "Join Today" on its postcards for a sharper AI-generated line: "Stronger in 30 Days." That simple refresh turned more heads and boosted response rates.



Customize for Different Customer Segments

One-size-fits-all messaging doesn't resonate anymore, and AI makes it easy to adapt. A local restaurant, for instance, used the same base flyer but customized it for two different audiences. Families saw "Kids Eat Free," while young professionals received "Half-Price Apps at Happy Hour."



Revitalize Old Campaigns

AI is also ideal for campaigns that once worked but now feel outdated. Bring back a proven seasonal postcard by updating the product descriptions, swapping in current statistics, and writing a fresh call-to-action. The familiar design works again, with AI-driven updates that make the piece feel brand new.



Keep Your Brand Voice Consistent

The risk of frequent updates is losing your identity. AI tools can be trained on your brand's tone and style, so every revision stays consistent while you adapt to changing customer expectations.

AI isn't just about creating something new. It's about making the most of what you already have. By refreshing brochures, revitalizing taglines, and customizing content for different audiences, you can keep your print marketing fresh, effective, and aligned with the people you want to reach.

Cutting Costs

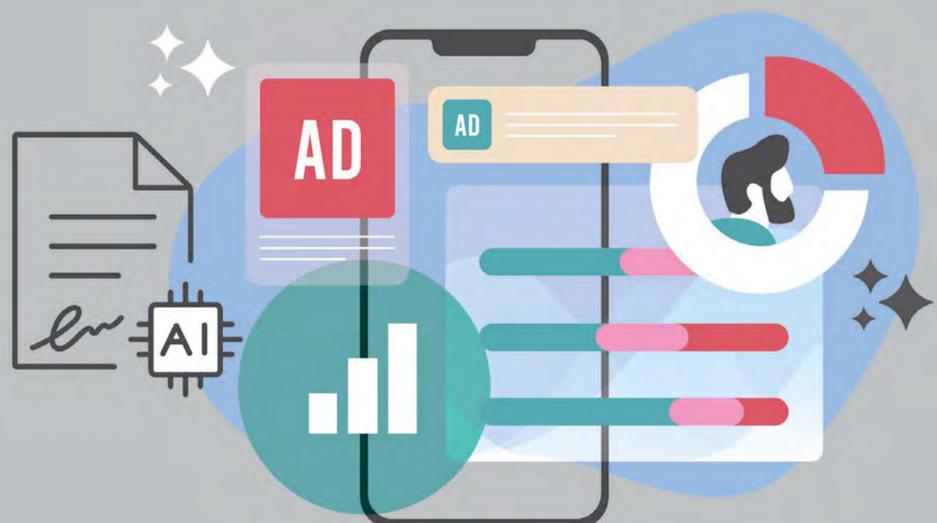
56% of boomers prefer paper coupons to digital ones.



Source: eMarketer

Personalization Made Easy with AI

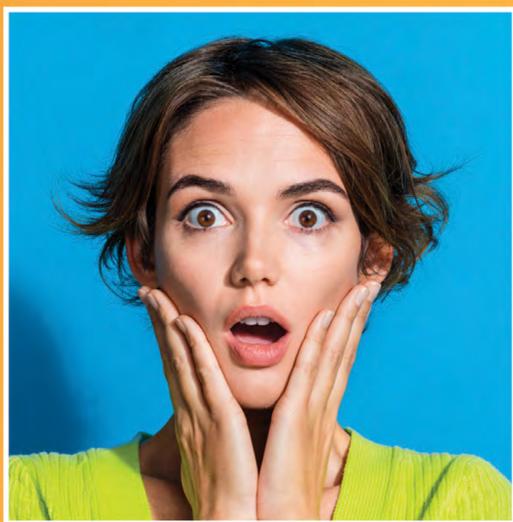
44% of marketers say AI tools have improved their ability to personalize content.



Source: HubSpot

Feeling Good!

Tap into the power of emotion in content marketing



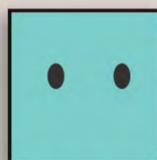
Ever looked at a mailer and thought, “So what?” In marketing, that’s the danger of “just the facts.” Facts don’t stick. Feelings do. The most powerful print marketing makes people stop, think, and even smile . . . because it sparks emotion. Here’s how to bring those emotions to life.



CURIOSITY
Spark the
“Tell Me More”

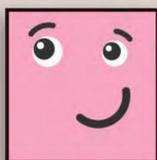
Moment

Imagine a postcard that lands in the mailbox with one bold line: “Your neighbor just dropped 26 pounds. Can you do it too?” You can’t help but flip it over. Curiosity is the hook that keeps people leaning in. Start with a striking question, statistic, or bold claim, then deliver the details in a warm, approachable way.



AMAZEMENT
Create a “Wow”
Moment

Once you’ve earned attention, deliver a “wow” moment. This could be a striking visual, a surprising result from a case study, or a clever way of solving a familiar problem. People remember when you amaze them, and they’ll share it with others.



INTEREST
This Matters
to Me

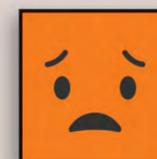
Interest comes from relevance. Generic or recycled content gets ignored, but fresh insights get noticed. Offer your perspective on industry trends, highlight overlooked details in research, or use humor and stories to convey information in a surprising way. Your

audience wants information they can’t get anywhere else.



ASTONISHMENT
Deliver the *Aha!*

Think of astonishment as the ultimate “Aha!” moment. It’s what happens when your audience encounters something new, unusual, or eye-opening. Maybe it’s a customer success story with surprising results, or a bold demonstration that reframes how they think. The key is to humanize it—put a face, a name, or a story behind the data.



UNCERTAINTY
Leave Them
Wanting More

A little mystery keeps people engaged. If you give away every detail at once, there’s no reason to keep reading or come back for more. Create a cliffhanger. Share just enough to spark questions, then send them to your website to learn more—for the rest of the story.

Feel More Human

By weaving emotion into your marketing, you create content that feels more human. That connection is what drives clicks, conversations, and ultimately, customers.

Coming Back to Life!

Here are three ways print is making a comeback





For years, the story has been the same: print is fading, digital is rising. But like so many “death of print” predictions before it, the reality isn’t quite so simple. Recent reports show that print is quietly—and effectively—gaining new ground. Here are three ways print is making a comeback.

1 Paper Coupons Are Back

Digital coupons may dominate, but they don’t always deliver. More than one-third of consumers say digital coupons only work about half the time. Shoppers are frustrated, and retailers are responding.

According to eMarketer, both startups like Culture Pop and Blume and giants like Kroger are reintroducing paper coupons. Kroger, for instance, added them back to weekly flyers after frustrated customers complained about digital’s clunky user experience.

With so much uncertainty in the economy, it’s no surprise that paper coupons—reliable, tangible, and easy to find on the fridge—are regaining traction.

2 Print Catalogs Return

It’s not just coupons. Retailers across the spectrum, from the Dollar Store to Neiman Marcus, are rediscovering catalogs. Even Amazon, the ultimate symbol of digital commerce, has dipped back into print. Why? Because catalogs still work. They capture attention, inspire browsing, and create a tactile brand experience no digital feed can replicate.

This shift is happening at the same time marketers are questioning the effectiveness

of purely digital channels. The inbox is crowded. Social feeds scroll by in seconds. But a catalog on the kitchen table? That lingers.

3 Books Are Growing Again

Want more proof of print’s resurgence? Look to the book industry. After three years of declines, Publishers Weekly reports that 2024 saw the first annual growth in book sales. While small, this shift is consistent with the trend of readers turning back to paper, perhaps for the same reasons shoppers embrace coupons and catalogs: It’s simple, dependable, and deeply human.

Print Offers What Digital Can’t

In an increasingly messy, overcomplicated world, print offers something digital often can’t: simplicity and trust. Coupons clipped to the fridge don’t expire without notice. Catalogs arrive ready to browse, no search required. Books don’t buffer, crash, or need a password.

Digital isn’t going away, but neither is print. Instead, consumers are reminding us that sometimes, the old ways aren’t outdated. They’re just waiting for the right moment to return.

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 about how print is making a comeback and why consumers are responding.



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Emotionally Charged

31% boost in effectiveness when marketers use emotional content over fact-based content.

Source: IPA Databank

