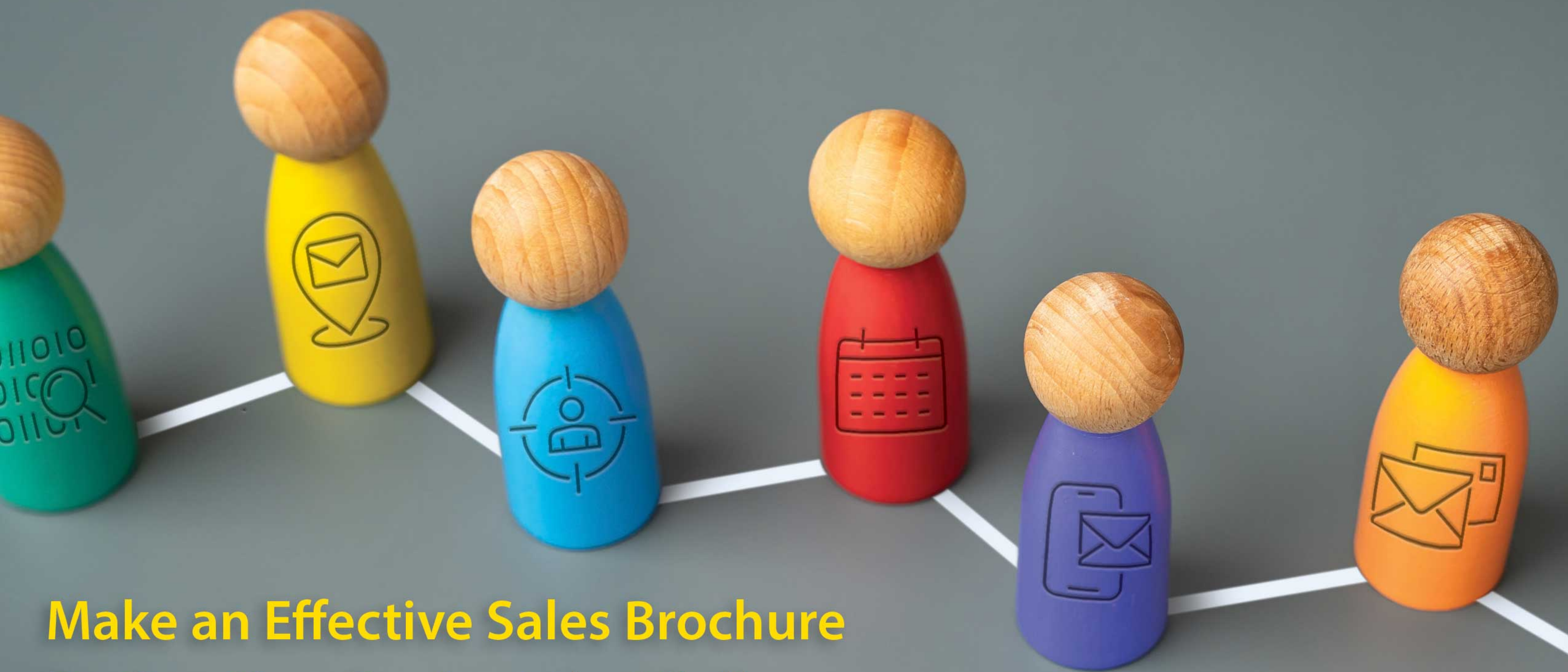


# Consistent Contact

6 Ways to Save on Direct Mail  
While Staying Connected to Customers



**Make an Effective Sales Brochure  
By Creating Content that Sells**

**How On-screen Color  
Translates to Printed Color**

- More than One in Seven Americans Moved Last Year
- Use of Color over Monochrome Highly Increases Brand Recognition
- Direct Mail Motivates Consumers to Try Products



# Lost in Translation

*Printed colors don't match your screen? Here's why*

Ever designed something that looked perfect on your computer, only to be surprised when you received the final printed piece? How could the colors be so different? If this has happened to you, you're not alone. Here's what's happening and how to get the colors you expect.



## Screens and Printers Speak Different Languages

Your computer screen creates colors using light, mixing red, green, and blue (RGB) to produce every color you see. Printing presses work differently. They use four colors: cyan, magenta, yellow, and black (CMYK). These two systems create colors in fundamentally different ways, which means that they don't naturally produce identical results.

Think of it like translation between languages. Some words and concepts don't convert perfectly.



### Other Factors That Affect Color

Beyond RGB versus CMYK, several other factors influence how your printed colors appear.

The first is paper choice. Bright white paper makes colors pop. Cream or textured paper absorbs more ink, making colors appear softer or darker. Next is lighting. Colors that look vibrant under office fluorescent lights may appear different in natural daylight or warm indoor lighting.

Another underrated factor impacting color is the backlight on a computer screen. Screens glow, while paper reflects. Your monitor emits light, making colors appear brighter and more vivid. Printed materials rely on reflected light, which naturally produces softer, less luminous colors.



### How to Get Accurate Colors

How do you get the color you expect?

- **Request a printed proof.** Seeing actual ink on actual paper eliminates guesswork.
- **Share color references.** If specific colors are critical to your brand, provide us with Pantone numbers, printed samples, or products in your brand colors.
- **Trust our expertise.** We review files before printing and can flag potential color issues. If your design includes colors that won't translate well to print, ask us to suggest adjustments.
- **Communicate priorities.** Tell us which colors matter most. Your logo blue might be non-negotiable, while background colors have more flexibility.

### The Bottom Line?

Small color variations between screen and print are normal. But when you work with us, we make sure those variations don't compromise your brand or your vision.

## Color Adds Brand Awareness

There's an **80%** increase in brand recognition when using color over monochrome.



Source: Loyola University

## Direct Mail Drives Consumer Decisions

**39%** of shoppers are motivated to try a product because of direct mail.




Source: Direct Marketing Association


# Content Crea

## What makes a great sales brochure? Creating content that sells


**Y**ou're sitting down to update your sales brochure or even create one from scratch. Now what? What goes into creating an effective sales brochure? What if you aren't a writer? How do you create content that grabs the buyer's attention and presents your products in the best light? It's not as hard as you might think. Here are some tips.

First, don't get overwhelmed. You aren't writing *War and Peace*. Copy should be short and focused. Think in small bites.

 **Lead with Benefits, Not Features.** Don't start by listing what features your product has. Start with explaining what it does for the customer. "Saves you 10 hours per week" works better than "Includes automated scheduling." Customers care about outcomes first, specifications second.

 **Use Headlines That Answer "Why Should I Care?"** Strong subheadings guide readers through your brochure and

highlight key benefits. "Cut Energy Costs by 30%" beats "Energy-Efficient Design." Make every headline work hard.

 **Keep Paragraphs Short** A good rule of thumb is keeping your paragraphs to three sentences maximum. Long blocks of text don't get read. Break information into digestible chunks with plenty of white space.



# tor



### Include Proof Points

Back up your claims with testimonials, case studies, certifications, or data. “Trusted by 500+ businesses” or specific customer success stories build credibility that marketing claims alone cannot.



### Make Next Steps Crystal Clear

End with a clear call to action. Don’t assume readers know what to do next. “Call for a free quote,” “Visit our showroom,” or “Scan to request samples” removes friction and drives response.



### How AI Can Help

Not a natural writer? AI tools can help you create compelling brochure content:

- **Generate multiple options for headlines and benefit statements.**
- **Transform technical jargon into customer-friendly language.**
- **Create variations for different audiences.**
- **Refresh outdated copy quickly.**
- **Suggest stronger, clearer ways to communicate your value.**

AI doesn’t replace your product knowledge. It helps you express that knowledge more effectively.

### The Bottom Line

*Great brochure content is clear, benefit-focused, and easy to scan. You don’t need to be a professional writer. You just need to understand what your customers care about and communicate it directly.*

*Ready to create or refresh your sales materials? Let us help you design brochures that look professional and communicate clearly.*

# Consistent Contact

## 6 Ways to save money on direct mail without losing customer connections

**L**ooking to streamline the marketing budget? One of the places businesses are often tempted to trim is in the frequency of their direct mailings. But beware! Print taps into emotional connections in ways that digital channels cannot. Reducing touchpoints by reducing frequency damages the relationships you've worked hard to build.



The good news? You can maintain consistent customer communication while significantly reducing costs. Here's how:



### 1. Optimize Your Mailing List

Your biggest cost isn't postage. It's mailing to people who won't respond.

Clean your list regularly by removing duplicates, updating addresses, and segmenting based on engagement. Mailing to 5,000 qualified prospects outperforms mailing to 10,000 uninterested recipients every time, at half the cost.



### 2. Leverage Every Door Direct Mail (EDDM)

If you're targeting by geography rather than specific individuals, EDDM eliminates list costs and reduces postage rates. It's ideal for local businesses reaching neighborhoods, making it possible to maintain high mailing frequency without high costs.



### 3. Use Variable Data Printing Strategically

Full variable data printing (unique images and layouts for each recipient) costs more than simple

personalization. Consider which elements truly need customization. Adding just a name and relevant offer often delivers most of the personalization benefit at much lower cost.



### 4. Combine Formats in Your Campaign Calendar

Alternate between premium pieces and simpler formats. Send a high-impact, embellished mailer quarterly, with cost-effective postcards in between. This maintains consistent presence while managing costs.



**5. Coordinate with Digital Channels**

Pair direct mail with email follow-up. The mail piece drives initial attention, while email nurtures the relationship between mailings at little cost. This multi-channel approach extends your reach without increasing print and postage expenses.

Combining campaigns, meeting specific volume thresholds, and planning around postal incentive periods can significantly reduce per-piece costs.

**Don't Sacrifice Frequency**  
*Consistent communication builds customer relationships and drives long-term revenue.*

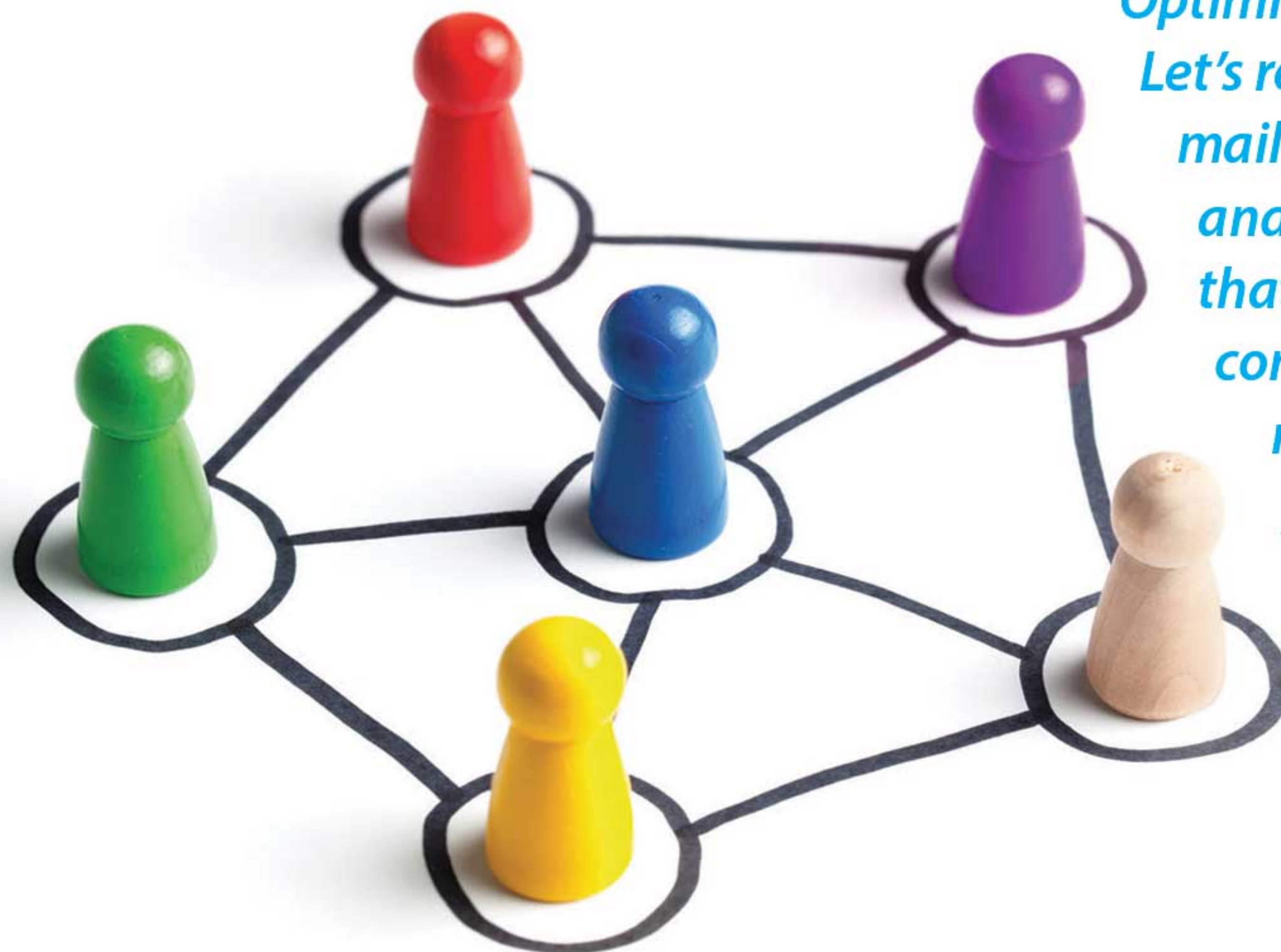
*Don't sacrifice frequency. Optimize efficiency instead.*

*Let's review your direct mail program together and identify savings that keep your customer connections strong while really maximizing your budget.*



**6. Negotiate Postage Through Intelligent Scheduling**

Work with us to time your mailings for maximum postal discounts.



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.

*Find out how to grab attention and put your products in their best light with these brochure writing tips.*



**goodway group**  
of massachusetts, inc.

Inventive Solutions for On-Demand Communications

16 A Street  
Burlington, MA 01803

## Change of Address

**12%** of the U.S. population moved within the last year.



Source: U.S. Census

© iStockphoto.com/Feverpitched