



Marketing Catalyst

FALL
18
ISSUE 1



ARADIUS GROUP[®]
Print • Direct Mail • Creative

TURN DIRECT MAIL INTO YOUR BEST **SALESPERSON**

- 💧 Why Refresh Your Brand?
- 💧 Secrets of the U.S. Postal Service
- 💧 Which Channel Is a Marketing Rock Star?

TURN DIRECT MAIL INTO YOUR BEST SALESPERSON

Creating great direct mail is about creating eye-catching pieces, but it's also about motivating people into action. Get them off the couch. Get them to pick up the phone. Get them to go online. Resonate. Be relevant. Make them need you. Then get them to act now.

Have you ever been in the presence of a great salesperson? Great salespeople are not only friendly and helpful, but after talking with them, you realize that you not only want the product they are selling, but you need it. You didn't know how much until now! That's the goal of direct mail — to be that great salesperson that helps your customers discover how much they need your products. Here are three tips for making that happen.

THINK “PERSONA,” NOT DEMOGRAPHICS.

When creating targeted mailings, marketers are increasingly positioning their products to people, not demographics. They do this using personas, or hypothetical profiles of how specific customer groups behave. Take buyers of trail running shoes. Trail runners might have similar personas but very different demographics. They may vary significantly regarding age, gender, marital status, and presence of children in the home, for example, but have similar personality traits and priorities. Similarly, even though hybrid cars and traditional vehicles may have similar styling and price points, the personalities and preferences of the buyers in each category may vary significantly. Their demographics are similar, but their personas are different. By targeting your messaging to personas rather than just demographics, you can make your mailings even more effective.

TURN “WANT” INTO NEED.

Sometimes we purchase things that we want, but we always buy what we need. When you turn your product into a need rather than a want, you increase your chances of making a sale. To do this, tap into consumer emotions such as fear, status, or protection. Car insurance companies do a great job of this by showing young drivers calling their parents late at night after breaking down on the side of the road. Suddenly, free roadside assistance goes from a want to a need.

CREATE A SENSE OF URGENCY.

Create a compelling call to action and then give people a deadline. Use the outside of the envelope, the body of the letter, or the front of the postcard to create a sense of urgency. This coupon expires after a specific date. Only the first 100 callers get the deal. People want your products, so get them to act now before they forget.

speaking of urgency...

CONTACT YOUR SALESPERSON TODAY FOR A CONSULTATION

Photo (Above): Historic photo from Aradius Group Archive 1950s Sales Event

Photo (Left): Historic photo from Aradius Group Archive 1950s Office

TARGETING MILLENNIALS



DON'T TREAT THEM ALL THE SAME

One of the most coveted groups of consumers is Millennials. Why do marketers love Millennials so much? What makes them so important?

While we often talk about the behaviors of Millennials, the reality is, they are not a homogeneous market. There are substantial shopping differences among the subgroups that need to be taken into consideration.

L.E.K. Consulting recently took a look at how Millennials shop, where they shop, and how they define key

brand qualities such as authenticity. It found, for example, that Millennials with college educations and those with children spent more money than those with less education and without children in the home. “Millennials are sometimes treated as a monolithic group, although they’re not,” says Rob Haslehurst, managing director in L.E.K.’s Consumer Products and Retail practice. “To meet the needs of any new generation, retailers need to understand

the differences between qualities unique to the generation, behaviors that are common to that life stage, and individual preferences.” ¹

“Retailers have always had to adapt to new generations of consumers. In the case of Millennials—because they’re a large, high-spending group—the need to adapt is particularly important,” says Haslehurst.

¹ <http://www.prnewswire.com/news-releases/retailers-need-to-update-their-approach-to-millennialsnew-research-shows-300504435.html>

BY THE NUMBERS

- Millennials number 75 million, approximately 30% of the U.S. population.
- They account for approximately 90% of today’s firsttime mothers.
- They spend about \$1.2 trillion a year—one-fifth of the nation’s total consumer expenditure.

Some of the Qualities Common To Millennials as a Whole?

- Millennials are far more likely to pay a premium for convenience than older generations. They are pressed for time and will spend aggressively for convenience options.
- Millennials spend much more time researching their purchases. They grew up with online research. In certain categories, they spend 30 minutes more on research per purchase than GenXers do, and nearly an hour more than Baby Boomers.
- They all value brand authenticity, but define it differently. To older generations, an authentic brand is “genuine” and “timeless.” To Millennials, authenticity means not just product quality, but a brand with “honest values.” They’re the first generation to demand products and brands that are associated with social good.

To Win Over Millennial Consumers, Retailers Should:

- Target sub-segments. Find the segments relevant to the brand and figure out how to meet their specific needs. For example, some Millennial subgroups overwhelmingly prefer to buy certain products, such as beauty and personal care products, online.
- Target the behavior, not the age. Some behaviors transcend generations. Electronics consumers are tech-savvy and shop in the same channels no matter what generation Don’t Treat they’re in.
- Personalize. Personalization pairs well with the technologies that Millennials like.

SECRETS FROM THE US POSTAL SERVICE



When it come to direct mail **DETAILS MATTER!**

Think you have down the direct mail basics? Here are some insights from the U.S. Postal Service that every marketer should be paying attention to.

Sweat The Details

It's easy to get caught up in the “big stuff”—the design, the format, the color choices. But one of the most important mistakes you can make with direct mail is getting so caught up in a new campaign or technique that you overlook the details that can make or break the bottom line. Is that postcard too small to fit all of the copy you expected? Is that oversized “postcard” not a postcard at all, but a non-standard mailing format that busts the postage budget?

Pick Your Mailing Format Early On

Before you develop the copy and layout, know how much space you have to work with, then design within those guidelines. Especially if you have a lot of material, consider using flats (large envelopes, newsletters, and magazines with a maximum size of 15”x12”x.075”). Flats are oversized and catch the eye, but they don't require the special pricing that non-standard-sized mailers do.

Consider Precanceled Stamps

Marketers instinctively know that mail delivered with real stamps gets more attention than bulk mail, but working with real stamps is expensive. Consider using pre-canceled stamps, which offer the personalized look without the price. To qualify, your mailing must have a 200-piece or 50-pound minimum.

Pick Your Class

Understand all of the different classes of mail. Do you know the difference between First-Class Mail, USPS Marketing Mail, and commercial mail? Do you know how your postage would change if you switched to a postcard instead of a mailed letter? How about if you use an oversized “postcard” instead of a standard one? Get the answers before sending out your next mailing. Ensure that there isn't a more cost-effective option that you haven't considered.

Add a Letter

Adding a letter to a direct mail package can result in tremendous ROI, even if it costs more in print and postage. In Marketing Today, Peter DeLegge, a marketing consultant, tells of a company that tested two packages promoting its mail-order tool catalog. Package A consisted of a sales letter and reply form. Package B was a double postcard. The result? A out-pulled B by a 3:1 ratio. Postal costs are important, but they have to be weighed against the potential return.

WHICH CHANNEL IS A MARKETING ROCKSTAR?

As marketers, we need to stay on top of which channels offer the highest levels of effectiveness and have the most positive impact on the bottom line. Here's some data on one marketing channel that should catch any marketer's eye:

- Open/read rates 42% on average
- Average ROI between 18–20%
- 54% of consumers prefer to receive promotions this way, more than any other channel.

This channel is clearly a marketing rock star! Which is it? It's direct mail. Surprised? You shouldn't be. Even digital marketers are increasing their use of direct mail. Here are some statistics to keep an eye on:

U.S. advertisers spend \$167 per person, on average, on direct mail to earn \$2,095 worth of goods sold. That's a 1300% return on investment.

Source: Direct Marketing Association

The response rate to direct mail pieces is 3.7%, on average, compared to 2% for mobile, 1% for email, 1% for social media, and 0.2% for Internet display ads.

Source: Direct Marketing Association

Brand recall is 70% higher for consumers exposed to direct mail ads than to digital ads.

Source: Ipsos/ The Canada Post

For the Record

85%

of direct mail gets opened, while only 20–30% of email does.
Source: United States Postal Service

56%

of consumers who responded to direct mail went online or visited the physical store.
Source: InfoTrends

70%

of consumers prefer mail for receiving unsolicited information from unfamiliar companies.
Source: Epsilon

25%

of consumers see direct mail as more trustworthy than email.
Source: Epsilon

28%

of consumers say that direct mail is more effective at getting them to take action. Only 20% say this about email.
Source: InfoTrends

67%

of consumers feel that mail is more personal than the Internet.
Source: Epsilon

62%

of consumers who responded to direct mail made a purchase within three months.
Source: InfoTrends

Why Refresh Your Brand?

Some people think that a brand refresh is simply like buying a new pair of shoes or updating your outfit to transform how you are perceived. In some ways it is just that simple. A brand refresh can bring fresh recognition in the marketplace. A new identity can help you appeal to a new audience.

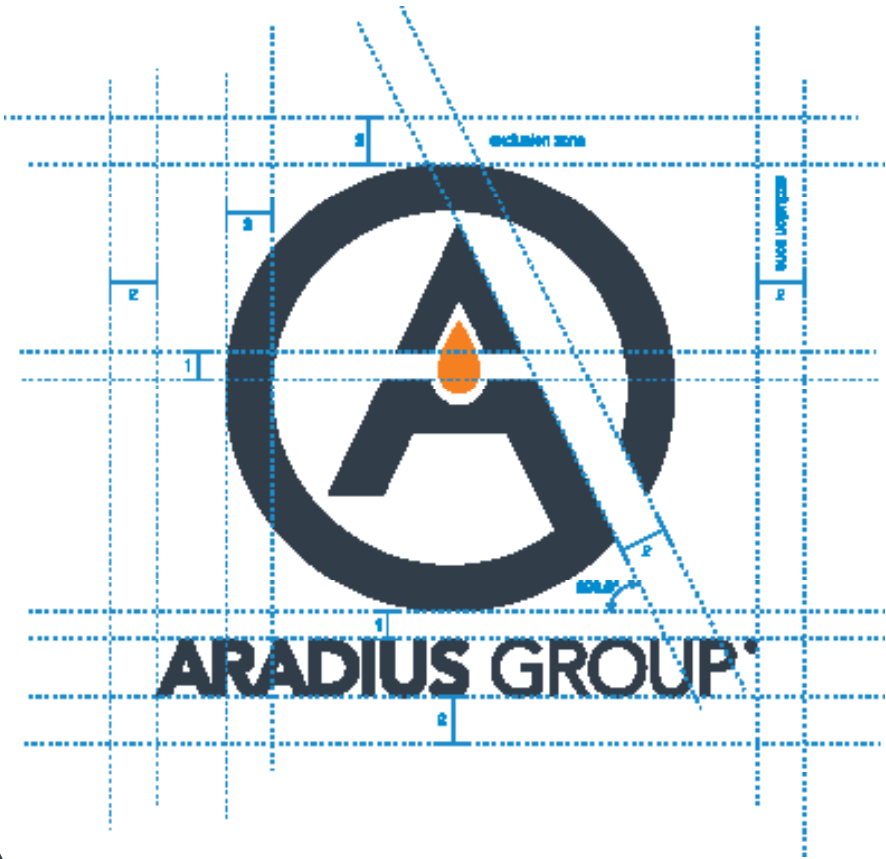
We took a different approach with our recent brand refresh. Our team identified our core business and how our clients interact with us.

BACK TO THE CORE

Three years ago, we changed our name from Omaha Print to Aradius Group. We purchased a full-service advertising agency and changed our focus. Simply put a, full service agency model is not our core business. We have aligned our areas of expertise to greater serve our client's needs: Print, Direct Mail and Creative.

HISTORY MATTERS

This year marks our 160th year in business. We have seen many changes, from the advancements in printing to the historic rise of the digital world we live in today. Printing ink runs through our veins and will continue to. Our passion for our craft and innovation will lead us into the future.



CREATIVE BRIEF

A new brand refresh offers you fresh messaging, a reinvented visual system and a transformed marketing message to share with your customers. Internally, our new look has aligned our team and gain a new perspective on what lies ahead.

The use of the ink drop in our new brand is a nod to our roots in printing. The round shape of the logo is also a nod to our logos of the past. The top of the "A" forms a triangle, which aligns with our focus on Print, Direct Mail and Creative. The visual break in the circle leads the eye to the subtle "G" in the logo.

The rebranding process is not a simple, quick task. It demands time, attention and a analysis into who you are now and how you want to be perceived in the future.

5 Strategies to Define Your Marketing

Whether their campaigns include direct mail, email, social, mobile messaging (or all of the above), five elements commonly underpin the marketing strategies of great companies. How many of these strategies are you using?

CENTRALIZED DATABASE

Top marketers have centralized databases that integrate the data stored throughout their organizations. This includes data from events, CRM, website activity, email marketing, online and offline commerce, and digital marketing. It includes data from channel preference centers, too, if they have them.

Centralizing data enables marketers to consolidate customer information spread throughout their companies into the same record. (For example, John Smith at 123 Main Street may be the same as John M. Smith at 124 Main St.) Consolidation allows them to eliminate duplication and gain more complete insight into each customer's preferences and behavior. It also enables better insight into overall customer trends.

DATA HYGIENE AND NORMALIZATION

Data cleansing and updating (including CASS, NCOA) is the practice of all great marketers, and it should be for you, too. "Normalizing" is the next step in the process.

Normalization ensures that each record has the same fields and that all fields are handled the same way. In a B2C setting, for example, some customers may be listed as last name, first name, middle initial ("Jones, Sally E"). Others might be salutation, followed by first and last name only ("Mrs. Barbara Smith"). In a B2B setting, some customers might be identified by an industry code, while others are identified by SIC Code.

Normalization makes all of these fields consistent. If fields are missing, marketers can fill them in.

DATA ENHANCEMENT

Once data is centralized, cleansed, and updated, top marketers can see what data they have and where enhancement could benefit them. Common types of enhancement include:

- Firmographics (SIC Code, employee size, sales volume, IP address)
- Demographics (age, household income, presence of children, education level, home owner)
- Contact information (email, landline, mobile phone, address) Enhancement can be done using third party data or by using in-house data gathering tactics.

The latter includes tracking visitor behavior on the website, sending out printed customer surveys, and using pop-up web forms.

PERSONALIZED EXPERIENCE

Top marketers use their data to continually improve their targeting and personalization. Whether using segmentation or full personalization, they seek to understand customers both individually and as larger customer groups (personas). Using design templates can help flow targeted information into layouts quickly.

TEST AND TRACKING

Top marketers track the results of their efforts, do A/B testing, and use the information they learn to refine their campaigns and improve their results over time. If they find that more people than usual are clicking on links or accessing video on specific topics, for example, they might integrate that content into their next newsletter or direct mail campaign.

PRINT ON DEMAND



ARADIUS GROUP
AXIS

Complete Web-to-Print Storefront Solution: Aradius Group AXIS Storefront manages the entire workflow from order acquisition to production to fulfillment. This automated solution gives you the ability to submit & check order status 24/7.

Reduce Cost: Aradius Group AXIS Storefront gives you all of the functionality you need to create a profitable Web-to-print storefront, that will help you reduce the costs to acquire, process and fulfill your orders. Automated print on demand functionality will also help you reduce costs by allowing users to order materials as needed, instead of wasting money on inventory materials that may or may not be ordered over a period of time.

Lights-Out Production: Aradius Group AXIS Storefront includes Xerox® FreeFlow® Core, which enables the Digital Technologies Team to define multi-step workflows that preflight documents, automate imposition, and either submit jobs directly to our digital presses or drop in a hot folder - everything that is needed to efficiently prepare and process Web-to-print jobs for production hands free. Group AXIS Storefront manages the entire workflow from order acquisition to production to fulfillment. This automated solution gives you the ability to submit & check order status 24/7.

PERSONALIZED FOR THE SPEED OF YOUR BUSINESS

Spot UV

“How’d they do that?” These are words often used to describe printed products that use spot UV printing.

Dazzling. Brilliant. Whether you’re looking for a high-impact shine to make an image jump off the page or to add a subtle shimmer, spot UV is a versatile, cost-effective process that adds that extra something that makes your project pop. UV coating is cured instantly using ultraviolet light. It creates a brilliant finish that is precise enough to highlight even the fine details of images or text. UV coating is also highly resistant to scuffing and moisture and helps to protect the piece over time.

Whether spot UV is used to flood the piece or simply to provide highlights, you can’t miss the effect. As soon as light hits the areas where the coating is applied, they dazzle. If you’re an automotive manufacturer, for example, you might add UV spot coating over the entire body of a car to enhance its gloss and shine. On a business card, you might use spot UV coating over top of your logo to make it leap off the page.

Another way to use spot UV is a technique called “clear impact.” In this technique, the entire background is uncoated, while the UV coating is used to make specific portions of the text or graphic design jump out. If you’re a nonprofit fundraising for a clean water project, for example, you might use this technique on the water droplets falling from the spigot on a newly drilled well. Your eye is immediately drawn to those droplets, which sparkle like shimmering rain.

Spot UV can be used on a wide range of stocks, but for maximum impact, try using spot UV on matte finished paper. Thicker weights are generally preferred. This will create the greatest contrast with the glossy coating.

Here’s another benefit of spot UV: The process emits no VOCs, so it does not release toxic compounds into the air. This means it does not contribute to environmental pollution. Need more reasons to love spot UV? Ask us for samples!



This newsletter was printed on a digital press using clear inks that are often referred to as the fifth color in printing. This is a cost effective way to get the impact of a spot UV on short run projects. Contact us today at to see how our team can help your next project “pop” off the page.



ARADIUS GROUP
Print • Direct Mail • Creative

4700 F Street • Omaha, NE 68117 • 402.734.4400
ARADIUSGROUP.COM