



Marketing Catalyst

WINTER
2020



ARADIUS GROUP®
Print • Direct Mail • Creative

DOES TOP OF MIND REALLY MATTER?

- 🔥 One-Third of Marketers' Campaigns are Personalized
- 🔥 5 Tips for Getting the Most Out of Your Print Budget
- 🔥 What to Expect with a Best-In-Class Direct Mail Provider

DOES TOP OF MIND REALLY MATTER?



Whether you are doing print or digital marketing, you may hear experts telling you to stay “top of mind.”

What is top of mind and why does it matter so much?

“Top of mind” is defined as the first brand a consumer thinks about when a product category is mentioned. When someone says “cars,” for example, which brand do you think about first? How about potato chips? Or mobile phones? Whatever your product category, you want to be the first brand name that consumers think about.

While being top of mind doesn’t guarantee higher sales, it certainly helps. Experts say that it positively correlates with customer loyalty, increased word of mouth, and higher brand equity.

HOW DO YOU CREATE TOP OF MIND?

BE IMPOSSIBLE TO MISS.

In a sea of white envelopes, try sending a glossy tri-fold brochure. Instead of a traditional postcard, go over-sized. Experiment with different embellishments, such as matte coatings, interesting die-cuts, and interactive elements. Make your communications high quality and memorable.

DRIP, DRIP, DRIP.

Keep a steady stream of information going into the marketplace. Customers forget quickly, so don’t let them move on to someone else. If you pull back on your marketing, a competitor will gladly slide into your place. Make sure your communications land where your customers will see them. Create a marketing plan.

In all of your efforts, be relevant and provide useful information. Be a brand your customers want to remember...and can’t do without.

ADD ADDITIONAL CHANNELS.

Top-of-mind brands use a wide variety of channels to stay in front of buyers. In addition to direct mail, email, social media, and mobile, consider adding branded promotional products, event sponsorships, and out-of-home (OOH).

CREATE AN ENGAGEMENT PLAN.

Keep your customers actively engaged between sales. Get them to join a VIP Club or loyalty program. Engage them on social media. Hold contests and giveaways. Give people regular opportunities to maintain engagement with your company.

STAY BRANDED.

Create a set of branding elements and use them consistently in all of your marketing. Whether they are in print or email, or on your in-store signage, when people see your unique combination of colors, logo, and style, you want them to immediately recognize it’s you.



One-Third of Marketers' Campaigns are **PERSONALIZED**

Research shows that personalized direct mail campaigns offer a competitive advantage in the market.

The research, titled "Personalization is Pushing the Envelope," conducted by NAPCO Research, came from more than 1,300 marketers in a wide variety of industry verticals, from education to manufacturing to financial and nonprofit. Overall, researchers found that two-thirds of the

campaigns marketers are sending are either personalized or segmented. Of those, the split is even between fully personalized (35%) and segmented (31%). Only 34% of marketers are using the mass media approach.

Historically, most personalization used to be the simple kind: name only ("Dear <<FIRST NAME>>"). Today, the study finds, highly personalized mailings, defined as those including variable images, text, or large portions being fully dynamic, have become mainstream. In fact, 27% of marketers are using this level of

personalization. Twenty-six percent are using custom text and offers.

Of course, it takes more investment to produce personalized mailings than static or segmented ones, but marketers are seeing the results.

“Overall, 44% of respondents say that personalized marketing campaigns have increased their response rates—on average, by 16%.”

Importantly, however, high percentages of marketers are still not tracking their results. One of the segments with the lowest percentage seeing a benefit to personalization, for example, is nonprofits (41%), yet these same organizations are also the most likely to say they don't know whether personalization helps or not (39%). Conversely, retailers are the most likely to be tracking their results (78%), and among this group, the percentage that say they are benefiting from personalization rises to 55%. You don't know if it's working if you're not tracking!



Aradius Group has the technology and expertise to take data and turn it into campaigns like this (left), with the customer's name and personalized images based off of their previous purchasing habits.

5 Tips for Getting the Most Out of Your PRINT BUDGET



FOR MOST MARKETERS, TIGHT BUDGETS ARE A REALITY. HOW DO YOU STRETCH THOSE DOLLARS TO GET THE MOST IMPACT? HERE ARE FIVE TIPS FOR GETTING THE MOST OUT OF YOUR NEXT PRINTING PROJECT.

01

WORK WITHIN THE PRESS FORMAT SIZE

Different presses have maximum paper sizes. Knowing the dimensions of your printer's press(es) allows you to maximize the cost-effectiveness of your output. On a 13" x 19" digital press, for example, 6" x 9" postcards can be run four-up. On a 20" x 29" press, they can be run nine-up. By maximizing the space on the sheet, your cost per piece goes down.

02

PREP THE FILE CAREFULLY

Before printing, files go through a process called *preflight*. Files are checked to make sure they are formatted properly and contain the proper elements, such as fonts, image files, margins, and bleeds. Files that need to be corrected often incur a charge, so prepare your files carefully.

03

KNOW THE BREAK-EVEN BETWEEN PROCESSES

Depending on the length of your runs, you can switch between digital production and offset production. For shorter runs, digital will cost you less per piece. For longer runs, offset may be more cost effective. The crossover point at which one process becomes more cost-effective than another is called the *break-even*. Knowing that breakpoint can save you money.

04

CONSIDER DIFFERENT FORMAT OPTIONS

The beauty of printing is that there are so many different formats to choose from, and some formats cost more (or less) than others. You can save money on your direct mail, for example, by using a three-panel self-mailer rather than a printed letter in an envelope. Likewise, a 4" x 6" postcard will cost less than a 6" x 9" postcard, but consider the impact on response rates before making a switch.

05

USE OUR HOUSE STOCK

Designers have a wide range of specialty stocks to choose from, and while these stocks offer tremendous creative flexibility, they will often cost more. Our house stock works great for most applications and it costs a lot less because it is being purchased in bulk. Ask to see samples of our house stock and see whether you can get the same great results at a lower price.

Great printing doesn't have to cost an arm and a leg. A little pre-planning and smart choices can make your budget stretch further than you might expect.

What to Expect with a Best-in-Class Direct Mail Provider

1. Lowest possible postage

Most direct mail houses help you get discounts on your mail, but not every direct mail house is certified to get the lowest possible discounts based on volume, drop-shipping, and mail design. Best-in-class providers like Aradius Group can offer all discounts that you qualify for and we have the knowledge, technology, and experience to help you capitalize on them.

2. Sophisticated data management

We can help you save money by managing your mailing list to remove duplicates, stay up to date with address changes, and fix noncompliance issues. We offer mail tracking so that you know where your mail is in the postal stream and the exact day each piece hits.

3. Expert campaign development

We help you identify what your ideal prospect looks like, expand your database to get to know your customers, and can help you use this information to design highly targeted mailings. This can include sending direct mailers automatically based on triggers that you set. Aradius Group will also help you collect detailed metrics (so you know your campaigns are working) and do A/B testing to refine your campaigns based on real-life results.

4. Detailed tracking and reporting

The more tracking and reporting data you have, the more you can plan your timing around other aspects of the campaign. For example, once delivery of your mail has been confirmed, your salespeople can start making calls immediately. You can also time follow-up emails and reminders, and if you know that mail takes longer in specific ZIP Codes, you can optimize your mail drops to ensure that you hit your target windows. You can even schedule complimentary channels, such as radio advertising, to begin the desired number of days after your mail is in-home.

Working with a best-in-class direct mail provider is more than making sure your mail is delivered on time. It means working with a team that has in-depth knowledge of the postal regulations and has data, mail design, and consultation expertise who can get you the best results.

We are direct marketing and communications thought leaders. We achieve our goals with creativity in print, mail, and technology, with an emphasis on measurable results and client experience.

This newsletter was printed on a digital press using clear inks that are a cost effective way to get the look of a spot UV on short run projects. Contact us about using clear inks on your next project!



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