

# MARKETING ADVISOR

ISSUE THIRTY-FIVE



**abbott**<sup>TM</sup>  
COMMUNICATIONS GROUP

## DIRECT MAIL WINS THE TRUST BATTLE!

ALSO IN THIS ISSUE:

Tell it With an Infographic  
Are You Taking Advantage  
of Coupons?

Tell It With an

# INFOGRAPHIC





**Y**ou've heard the expression "a picture is worth a thousand words." In today's busy consumer culture, you can often get your point across more effectively in a visual form than you can in running text.

Enter the infographic. Infographics (or "informational graphics") have become one of the hottest trends in content marketing. Using a collection of images, graphics, and text, infographics help readers scan and absorb information quickly.

If you post your infographics on your website, infographics can also help boost your SEO efforts. This is because people like to link to infographics, and search engines rank pages, in part, based on the number of inbound links. The more people like the infographic, the more they will link to it. The more they link to it, the better your SEO.

### How do you create an infographic? Here are some simple steps.

- 1 Identify what story you want to tell.** Your infographic needs a specific theme. Do you want to explain how a specific vitamin or food supplement impacts metabolism? Do you want to tout the benefits of a video series for helping adults speak a foreign language? What are you trying to accomplish?
- 2 Determine which facts will tell that story best.** What data or images are available to make your point? Should you use data to illustrate it? How about a graphic? Not every supporting element has to include data points. You can use arrows. Conceptual graphics. Flow charts. Starbursts.
- 3 Pick a color theme.** Bright, bold colors really pop and grab attention.
- 4 Engage your designer.** Have your designer take the content elements and render them into a graphical format.
- 5 Keep it simple.** You don't have to tell the whole story in one infographic. You just want to get your point across. Remember, the point is to have people come to you for more information. So pose a question. Provide facts. Draw a clear, specific conclusion, and provide a clear call to action. If they want to know more, they can come to you!

Infographics are a quick, easy way to engage your customers, present yourself as an expert, and educate your customers at the same time. Add them to your marketing kits, or to your website; use them as point-of-sale materials, or as handouts during sales presentations. Infographics are content marketing at its best!

**20%**

of B2B companies  
use infographics.

Infographics are the  
**fastest  
growing**

content type on the Web.

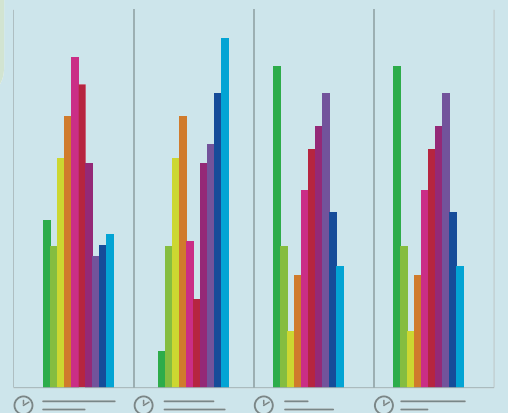
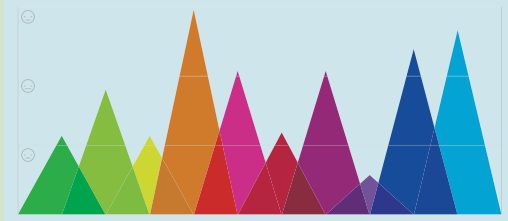
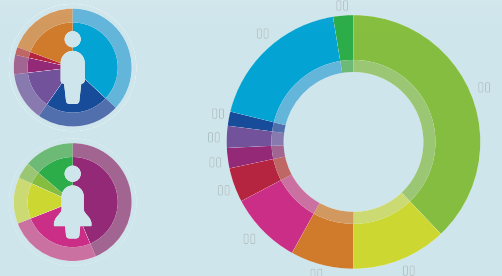
Adoption of infographics is

**up 1.5x**

from 2011.

Source: IDG "B2B Content Marketing Trends" 2012

Be inspired! Graphics need not be boring. Data and content can be represented in unique and beautiful ways like these infographic examples.



Direct Mail Wins the “Trust”  
Battle Hands Down



**W**hich channel do you think your customers trust more? Direct mail or email? When it comes to trust, the answer is direct mail—and it wins hands down.

According to a study from Epsilon, “The Formula for Success: Preference and Trust,” more than one-quarter of U.S. consumers (26%) say they find direct mail to be more trustworthy than email. Half (50%) say they give direct mail more attention.

Surprised? You shouldn’t be. Epsilon’s data is consistent with research that has been coming out of the industry for years.

Despite direct mail’s reputation for being “old school” or expensive, consumers continue to embrace direct mail. In fact, according to Epsilon’s research, direct mail is consumers’ top choice for receiving brand communications in almost every category, from health to household products and household services, to insurance and financial services, including credit card offers.

This preference extends to a surprising demographic: 18–34 year olds. Even younger consumers prefer direct mail over email.

Even in this world of electronic communications, Epsilon’s research continues to add to the compelling volume of similar research that comes to similar conclusions. Direct mail has power. Consumers see print as more trustworthy, more compelling, and more reliable than the world of ubiquitous email.

Want to increase the power of direct mail even more? There are several steps you can take.

First, you can divide your mailings into demographic segments. This enables you to target content to the specific needs and preferences of different customer groups. By increasing the relevance of the message to your recipients, you increase the chances they will respond. Once you’ve done that, you can layer on data-driven personalization (optional) based on what you know about recipients from your database.

Don’t have a database for targeting and personalization? No problem. We can help you purchase high-quality data very cost effectively using any of the major list providers.

So want your customers to listen closely? Start with direct mail. Target it. Print it. Send it!

**Here are some other results from the study that ought to make direct marketers cheer:**

**36% of consumers** said direct mail is their preferred channel to receive financial services information;

**26%** said direct mail is more trustworthy than email;

**50%** said they pay more attention to postal mail than email;

**60%** said they enjoy checking the mailbox for postal mail;

**30%** said they’re receiving more mail that interests them compared to one year ago; and

**Only 50%** (down from 63% in 2010) said their mail volumes are increasing, indicating that marketers are improving their targeting efforts.

Source: The Formula for Success: Preference and Trust (Epsilon 2011)



*60% of consumers say they enjoy checking the mailbox for postal mail.*



# Are You Taking Advantage of Coupons?





**A**re you taking advantage of the power of coupons? Storewide discounts and everyday low prices are great, but there is something about a coupon that people really like. Middle income people. Rich people. High discounts. Low discounts. It doesn't matter. People just like coupons.

According to *fast.MAP's* annual Marketing-GAP study (2011), 97% of U.K. consumers surveyed are using coupons. Moreover, a 20% face value is enough to motivate more than half of shoppers to redeem their coupons. A 50% face value will motivate three quarters to redeem them.

This data is not alone. An A.C. Nielsen study found that 60% of U.S. consumers actively look for coupons. An article in the *Wall Street Journal* ("In a Pinch, Snip" 2012) found that 54% of U.S.

Despite the proven power of coupons, *fast.MAP* found that marketers continue to underestimate their value. In fact, for the seventh year running, the research firm's Marketing-GAP survey found that marketers expected fewer than one-quarter of consumers to redeem 20% coupons and less than three in 10 to redeem 50% coupons. That's a big gap with consumers' self-reported behavior!

Coupons are a simple, inexpensive way to boost the

*54% of U.S. shoppers surveyed said they had already stepped up use of coupons.*

shoppers surveyed said they had already stepped up use of coupons. *Fast.MAP* found that three in five consumers redeem coupons "occasionally" and three in 10 redeem them "regularly."

power of your marketing. If you are looking for ideas to jumpstart your couponing efforts, give us a call. We are happy to help.



**Here are five reasons that you should not under-estimate the value of coupons:**

- 1 Coupons sell more than the product discounted.** You may not make a ton of money on the product or service you are discounting, but once you get those customers in the door, chances are they'll walk out with more.
- 2 Coupons expand your market area.** Consumers cannot resist a deal. When the coupon is good enough, people will travel significant distances to redeem them. Once these shoppers are in the door, the rest is up to you.
- 3 Coupons steal business from competitors.** No matter how loyal consumers may be to their favorite brands, coupons have a powerful draw. With a coupon, many will try your brand at least once.
- 4 Coupons re-engage inactive customers.** Sometimes customers get lazy or disengaged with your brand. Coupons get customers re-engaged.
- 5 Coupons track and prove results.** Coupons are one of the most trackable promotions. Use coupon codes to track the results of specific campaigns, marketing channels, or promotions. Or try serializing codes to track not only the results of the larger campaign, but the behavior of individual respondents.



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Abbott Communications Group is a full service communications company, committed to providing our customers with the ultimate quality products and exceptional customer service at a most reasonable price. Some of the products and services we offer:

- Printing
- Mailing
- Design
- Promotional Products
- One to One Marketing
- Online Systems Management
- Fulfillment
- Shipping

Contact Abbott Communications Group  
at 407-831-2999 or [www.abbottcg.com](http://www.abbottcg.com)  
and see how we can make your job easier!

## About This Issue

### Programs used:

InDesign CS 5.5  
Illustrator CS 5.5  
Photoshop CS 5.5

### Paper used:

International Papers  
80# Endurance  
Gloss Text

### Ink used:

Superior Vegetable-based Process Inks

### Computers used:

Mac Pro

### Press used:

Heidelberg CD 74

### Bindery used:

Stahl Folder  
Muller Martini  
Saddle Stitcher