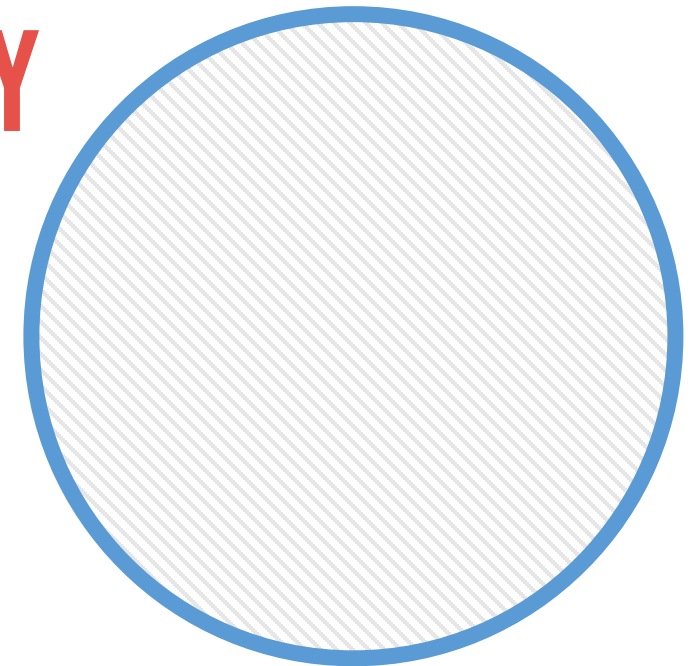


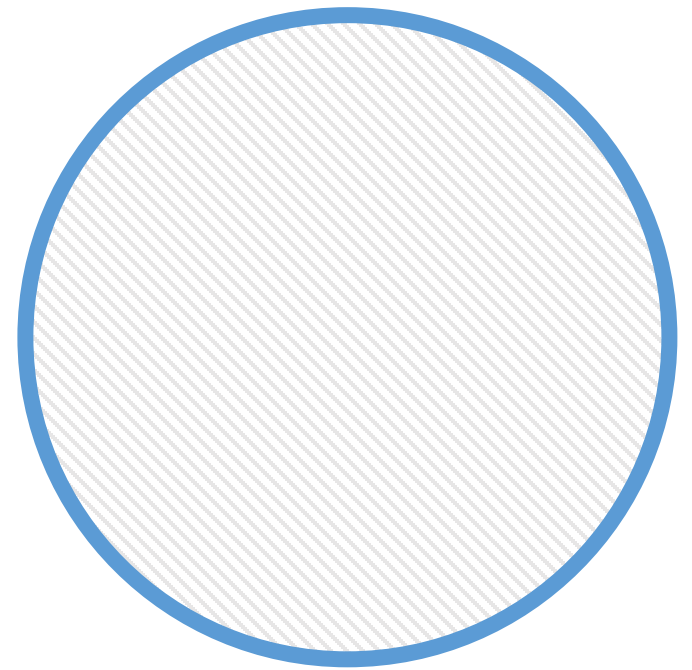
WHAT SMALL BUSINESSES ARE DOING WITH GREETING CARDS AND WHY

...A National Study

Stephen J. Lind, PhD

*Presented at the Greeting Card Association
Workshop & Retreat 2022*



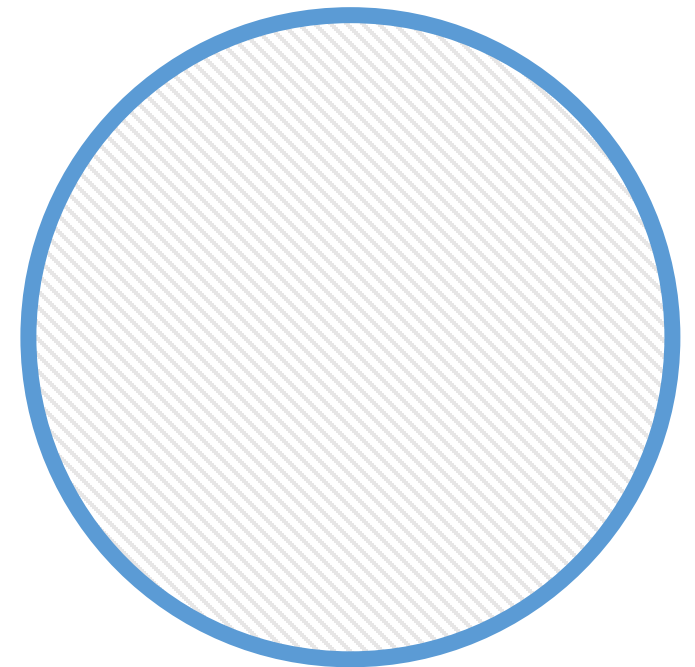


WHERE WE'RE GOING...

- About the Study
- Methods
- Key Data
- Key Insights



ABOUT THE STUDY



DRIVEN BY PREVIOUS RESEARCH

6.5
BILLION

GC purchased annually [1]



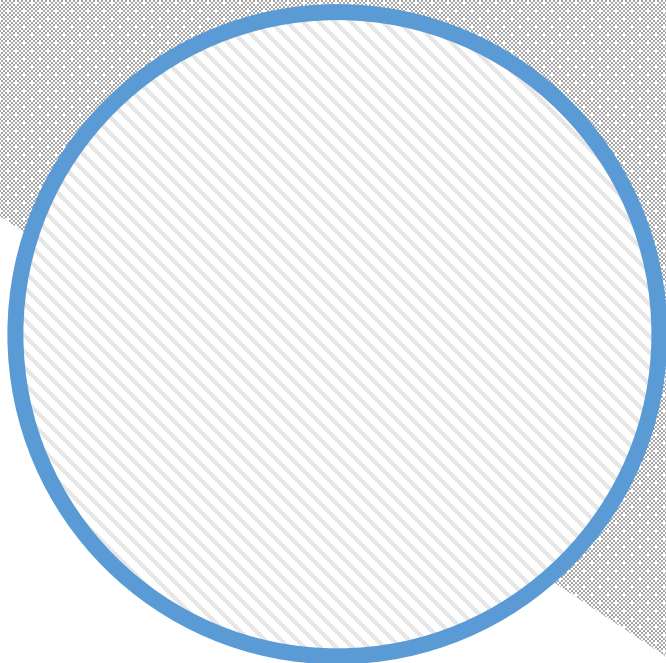
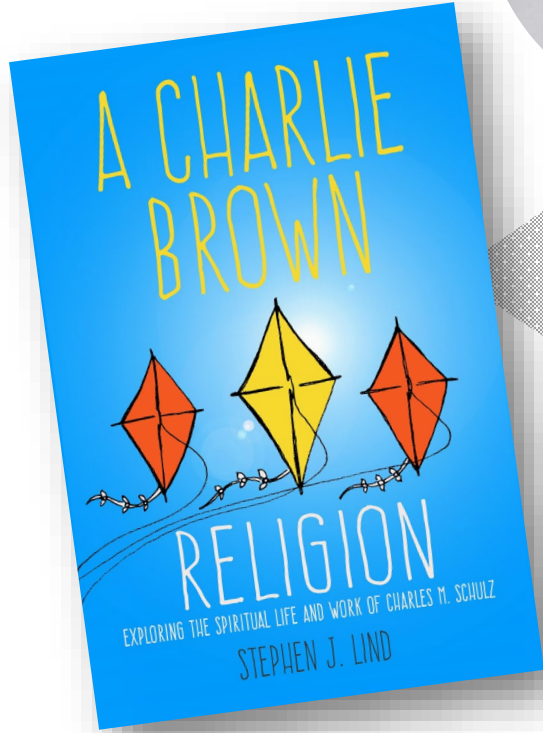
Meaningful Objects [2]

5X
EFFECTIVE

Direct mail over email/social [3]

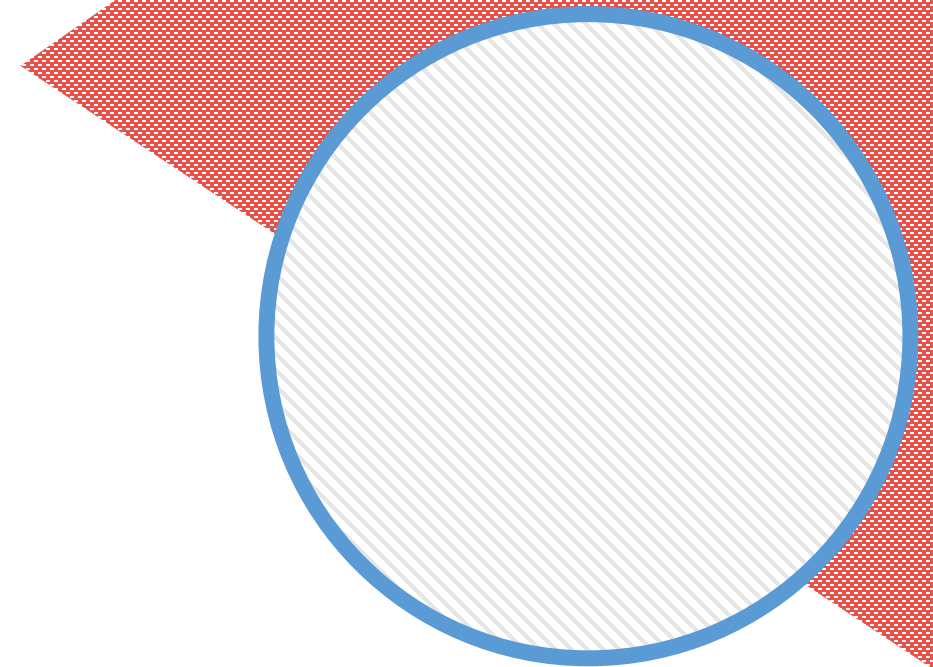


SB use unknown



Sources: [1] Greeting Card Association 2020; [2] West, Emily 2010; [3] Data & Marketing Association 2018

METHOD



A SURVEY OF U.S. SMALL BUSINESSES



- **Nearly 2,000 small businesses (SBs)**
- April-May 2021
- Nationwide

- SB = less than 100 employees
- 5.8 million in the U.S. [1]
- SB = 98% of U.S. businesses [2]

SB: Small Business | GC = Greeting Card | WHS = Winter Holiday Season

Sources: [1] United States Census Bureau 2020; [2] Small Business & Entrepreneurship Council 2018

SMALL BUSINESS USE OF GREETING CARDS

Stephen J. Lind, PhD

A SURVEY OF U.S. SMALL BUSINESSES

4 question categories (36 total Qs)



Card Sending Behavior

...send in last 3 WHS?



Card Content

... classic or contemp?



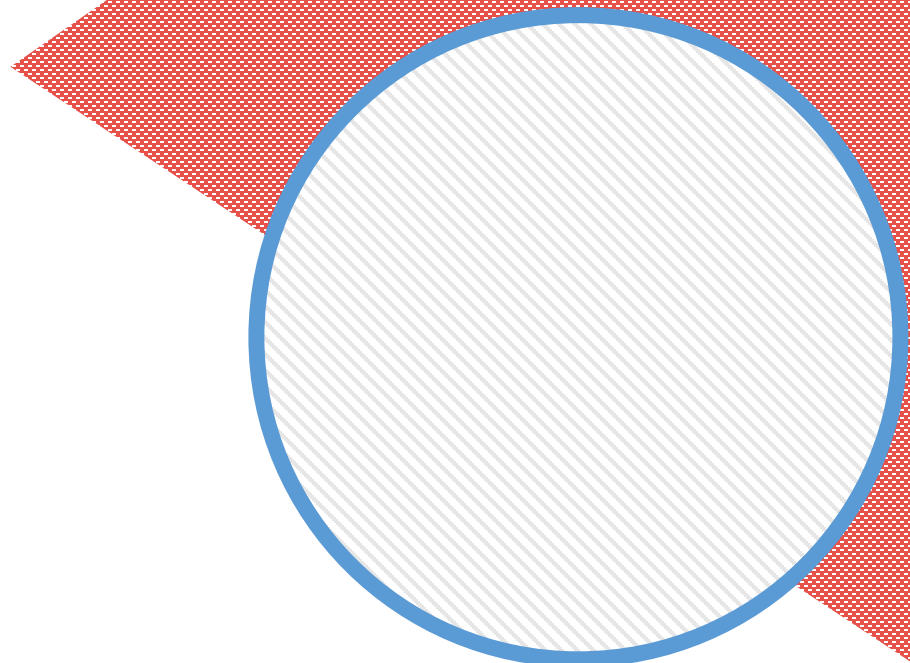
Audience Profiles

... sent to whom?



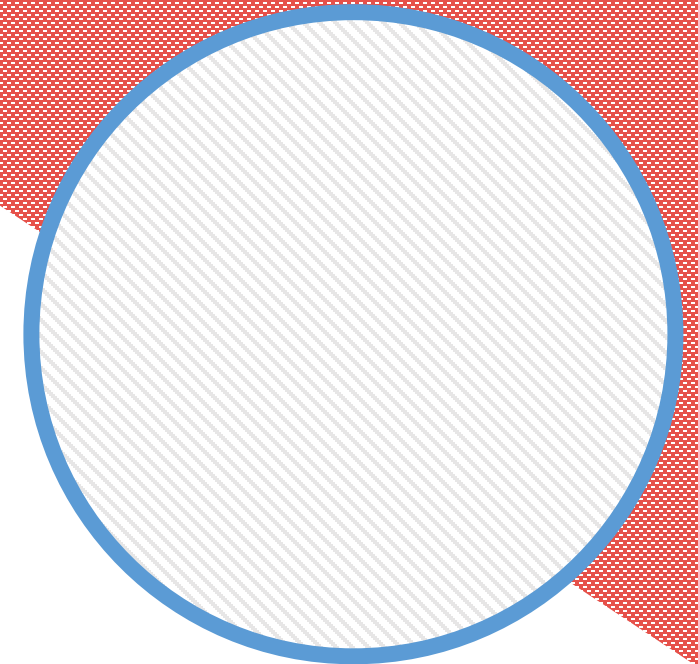
Business Traits

... what industry?



A WELL-SUPPORTED STUDY

- **Feedback** given by industry practitioners (Hallmark Business Connections; also provided anonymous coupon incentive)
- **Funding** by Washington & Lee University
- **Independent** final design, collection, analysis, and authoring completed (including support from research assistants)
- **White paper** published by Greeting Card Association



KEY DATA



SIGNIFICANT SEND STATS

1/3

SBs send GCs during the WHS



SBs spanning entire U.S.



GC-sending SBs span modalities: face-to-face, online, and hybrid



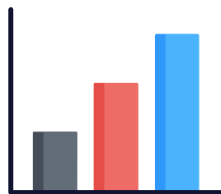
SIGNIFICANT SEND STATS

<200
GCS

Modest
average
send totals



87% GCS
physical
not e-cards



Send rates projected
to remain constant if
not slightly grow

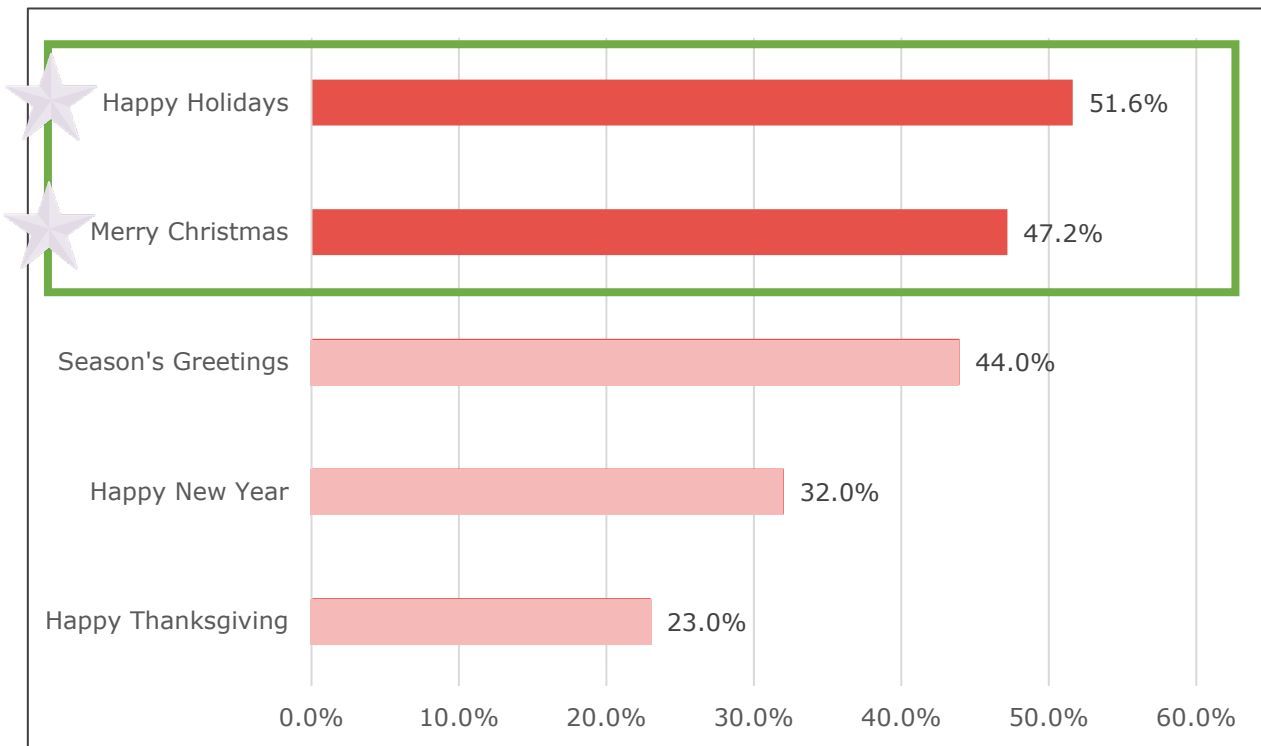


~150 MILLION
GCS est. sent by SBs
each WHS



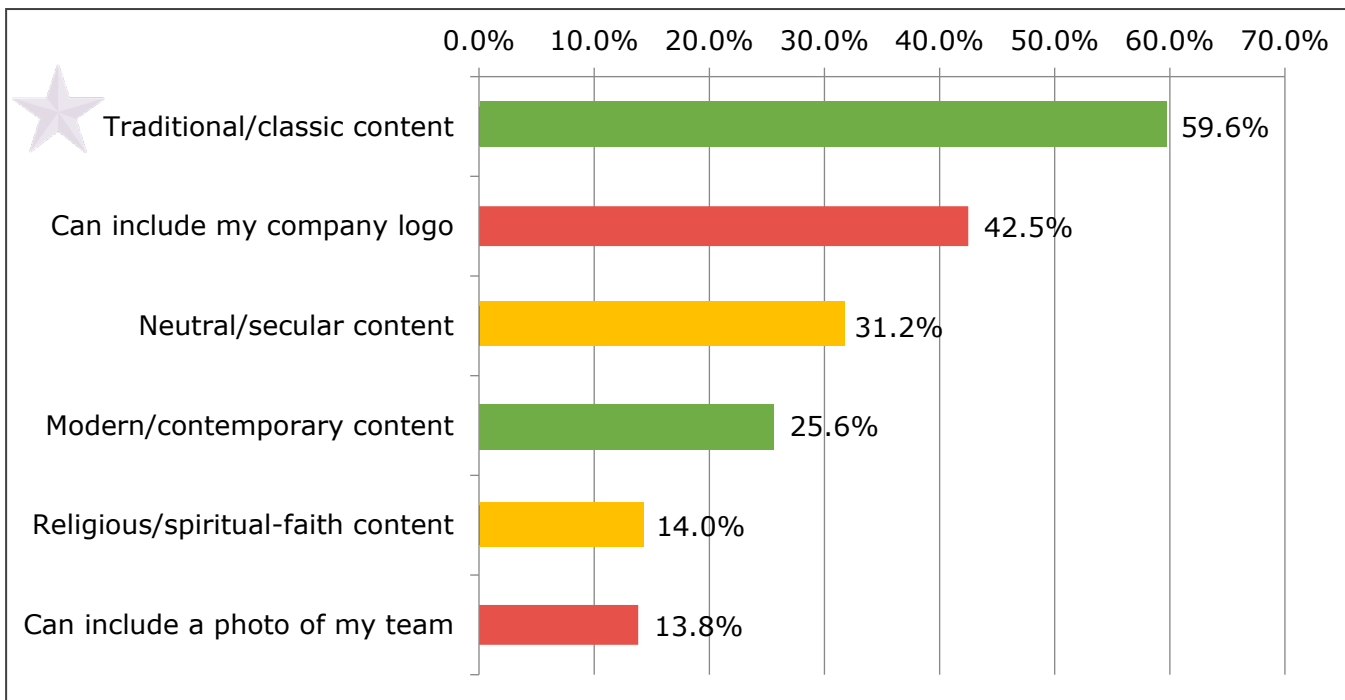
PREFERRED CONTENT

What describes the greeting/wish of the greeting card? (Select all that apply) [top 5 below]



PREFERRED CONTENT

What describes the greeting/wish of the greeting card? (Select all that apply) [top 6 below]



WHY SEND?

Relationship maintenance is at the heart of SB use of GCs.

- ✉ **91%** GC-sending SBs send to **CURRENT CUSTOMERS**
- ✉ **"CLIENTS WITH FILES"** based SBs (e.g., insurance company) send at significantly higher rates than "walk-in" (e.g., coffee shop)
- ✉ **"Relationship-building"** and **"showing gratitude"** most common reasons reported for WHY SEND



WHY **NOT** SEND?



Two-thirds of SBs do not send GCs. Core themes are consistent across rationale:



TIME



COST



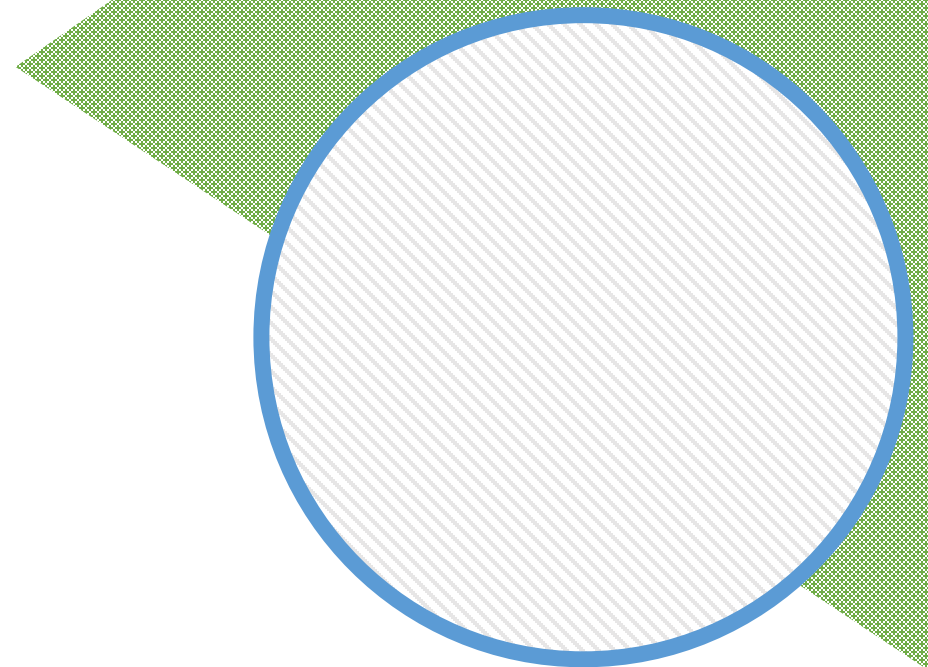
UNKNOWN VALUE



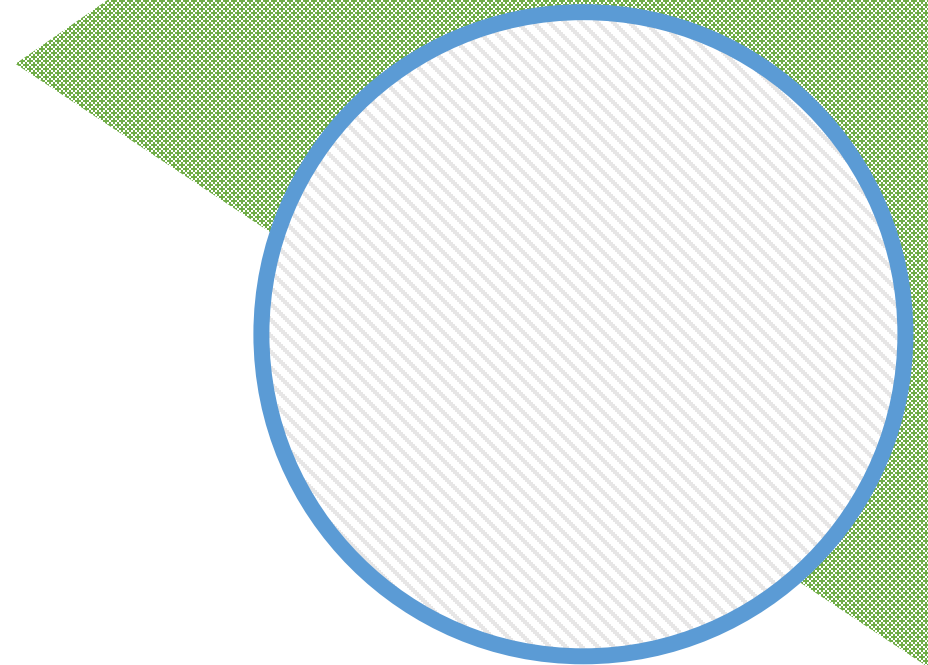
CUSTOMER TYPE



KEY INSIGHTS



KEY INSIGHTS



FOUR TRUTHS OF SB GCS



SUBSTANTIAL PRACTICE



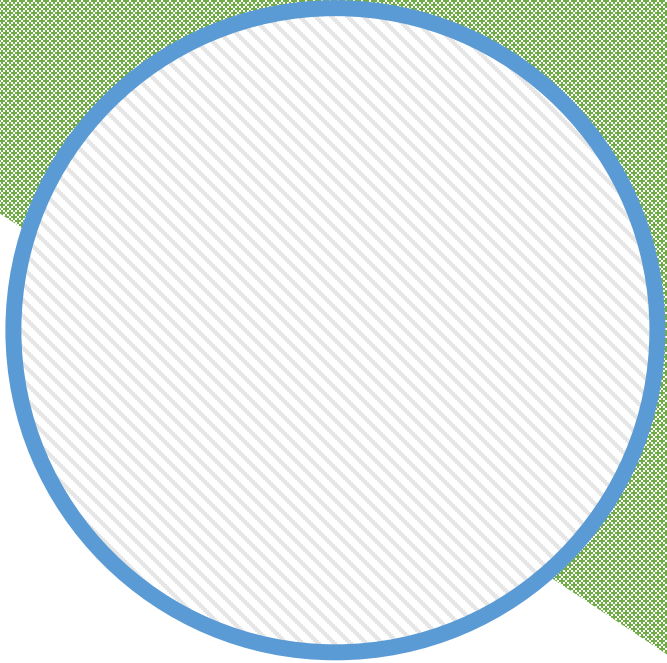
A RELATIONAL MEDIUM



CLASSICALLY INFORMED



UNEXHAUSTED





SMALL BUSINESS USE OF GREETING CARDS NATIONAL STUDY

White paper available on GCA website

