

DIRECT FORUM

APRIL 2013

VOLUME 9 • ISSUE 4

Direct Forum is a free e-mail newsletter containing useful direct marketing tips, news updates and how-to information. It's convenient, informative and I am not trying to sell you anything.

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Give it to me straight from the heart.

If the 2013 Super Bowl ads were any indication of what works and what doesn't then let's look at the winners. Top of that list was Budweiser's The Clydesdales: "Brotherhood".

My favourite however was Ford's Ram Truck spot "So, God made a farmer." That was part of American radio broadcaster Paul Harvey's original recording made in 1978.

Surprisingly both these ads (and many others too) focused on telling a story of some kind and the product was either interspersed between frames or not seen until the end.

And both went for emotion, not client features or hard sell. In fact there was no product pitch, no superiority claim and no comparative demonstration. Just honest to goodness storytelling.

Companies spent a small fortune on these commercials. Plus CBS charged between \$3.8 million and \$4 million for every spot—a new record.

While this sounds astronomical, the major advertising companies and their clients gladly paid the price because it was an investment that guaranteed that hundreds of millions of people would see them. The commercials would become



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part of the social media conversation with more people following the action on their personal computers, smartphones and tablets.

Now, what can we non-profits learn from these for-profit companies?

Emotions not logic works if you want to win 'hearts and minds.'

On the next two pages is the entire script of Paul Harvey's, "So, God Made a Farmer.' Enjoy!

To watch the commercial go to:

www.youtube.com/watch?v=AMpZOTGjbWE

P.S. The last time I checked on YouTube, the Ford's Ram Truck spot had 14 Million views compared to the Budweiser's "Clydesdale" "Brotherhood" which only had 11 Million views.

No, once again, 2013 will not be the year that digital displaces direct mail.

Many have already predicted the demise of direct marketing, but no matter how seismic changes in the industry have attracted people to digital marketing, the fact remains that mail for this segment still endures.

Many media have the power to survive and just like radio and television—that were also predicted to disappear—direct mail now joins them.

According to the Direct Marketing Association, in 2012 commercial and nonprofit marketers spent about \$168.5 billion on direct marketing initiatives. That's over half of all ad expenditures in the U.S.

The DMA's Response Rate 2012 Report revealed that 79% of overall respondents to the survey and 95% of nonprofit respondents continue to use direct mail.

The survey found that letter-sized direct mail packages had a response rate of 3.4 percent for a house list, and 1.28 percent for a prospect list.

By comparison, e-mail has a lower response rate—only about 1 customer in a 1,000 ended in a donation. And though telemarketing had the highest

And on the 8th day, God looked down on his planned paradise and said, "I need a caretaker." So God made a farmer.

God said, "I need somebody willing to get up before dawn, milk cows, work all day in the fields, milk cows again, eat supper and then go to town and stay past midnight at a meeting of the school board." So God made a farmer.

"I need somebody with arms strong enough to rustle a calf and yet gentle enough to deliver his own grandchild. Somebody to call hogs, tame cantankerous machinery, come home hungry, have to wait lunch until his wife's done feeding visiting ladies and tell the ladies to be sure and come back real soon -- and mean it." So God made a farmer.

God said, "I need somebody willing to sit up all night with a newborn colt. And watch it die. Then dry his eyes and say, 'Maybe next year.' I need somebody who can shape an ax handle from a persimmon sprout, shoe a horse with a hunk of car tire, who can make harness out of haywire, feed sacks and shoe scraps. And who, planting time and harvest season, will finish his forty-hour week by Tuesday noon, then, pain'n from 'tractor back,' put in another seventy-two hours." So God made a farmer.

God had to have somebody willing to ride the ruts at double speed to get the hay in ahead of the rain clouds and yet stop in mid-field and race to help when he sees the first smoke from a neighbor's place. So God made a farmer.

God said, "I need somebody strong enough to clear trees and heave bails, yet

response rate of all media surveyed, it also carried a high average cost per order/lead, at \$77.91 for cross/upselling and \$190.49 for prospects.

Direct mail was just \$19.35 for upselling and \$51.40 for prospect mailings.

Brain scans show print vs. digital material is internalized more deeply, meaning the materials had more of a personal effect that should aid in motivation or responding to a good call to action (Source: *Millward Brown Neuroscience Marketing Study: Understanding Direct Mail with Neuroscience*).

I am not trying to minimize the Importance of digital media, just putting it in context re what generates the most funds for charity.

The major shift in fundraising is not which medium you choose—because ideally you should use as many as are relevant—but to whom you should be talking to and how.

Major demographics changes are transforming the audiences that charities must reach. And nowhere are these changes more profound than among Boomers, the fastest-growing group replacing older donors on your house list.

To help charities better understand this shift, I have assembled some timely advice on how to market to this demographic in the following article, **Marketing to Boomers**, that underscores the vitality and significance of these broadly diverse communities.

Marketing to Boomers

This is where we run into many roadblocks including physical, emotional, intellectual and financial barriers.

To help you here are a few questions you should ask before you draft your next appeal:

The identification barrier: Does your creative make your potential donors feel that you are talking to them? Does your copy clearly target them? Do your headlines and pictures get the attention of the right kind of person? Is your message interesting to

gentle enough to tame lambs and wean pigs and tend the pink-combed pullets, who will stop his mower for an hour to splint the broken leg of a meadow lark. It had to be somebody who'd plow deep and straight and not cut corners. Somebody to seed, weed, feed, breed and rake and disc and plow and plant and tie the fleece and strain the milk and replenish the self-feeder and finish a hard week's work with a five-mile drive to church.

“Somebody who'd bale a family together with the soft strong bonds of sharing, who would laugh and then sigh, and then reply, with smiling eyes, when his son says he wants to spend his life ‘doing what dad does.’” **So God made a farmer.**

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your prospect? Does your creative approach have a personality your ideal prospect can relate to?

The clarity barrier: Did you focus on the message? Is it absolutely clear? Is the graphic treatment in sync with the message or did it overpower it? Is your copy written to encourage reading? Is your piece easy to understand at a glance? Is it simple, straightforward and to the point? Is the reply form easy and intuitive?

The identity barrier: Can your prospect instantly grasp who you are as a charity? Have you proven your individuality? Could your prospect explain who you are and what you want in 10 seconds?

The involvement barrier: Have you given your prospect a simple choice to make? Do you encourage any sort of involvement? Have you offered something of true personal value?

The immediacy barrier: Have you expressed in words and graphics why it's so important to respond now rather than later? Does your copy make your appeal sound urgent? Do you tell your prospects what you want them to do? Have you painted a word picture of how your prospect will immediately benefit by responding? Do you have a deadline?

The acceptability barrier: Have you made an appeal to your prospect's emotional needs? Does the idea of responding make your prospect feel good? Do you give your prospect the logical justification why he or she needs to act now?

The accessibility barrier: Have you offered different response avenues, such as mail back, fax, call and website donations? Is there any room on your donation form for your prospect to write back?

Call it method marketing or Zen marketing. Call it a problem/solution approach. Whatever you call it, ensuring that you have removed all of these barriers may be the tipping point in succeeding with them.

Finally, here's a treat for all fundraisers.

Anyone who is in fundraising should really watch



Each of the barriers alongside is a hurdle that must be overcome.

Continued overleaf ...

Dan Pallotta on **Ted Talks**. He is inspiring and thought evoking

Here's the link:

https://www.youtube.com/watch?feature=player_embedded&v=bfAzi6D5FpM

Enjoy!

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