

# DIRECT FORUM

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Direct Forum is a free email 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!

1. **Two of the biggest mistakes** charities make.
2. **This too is nuts.**

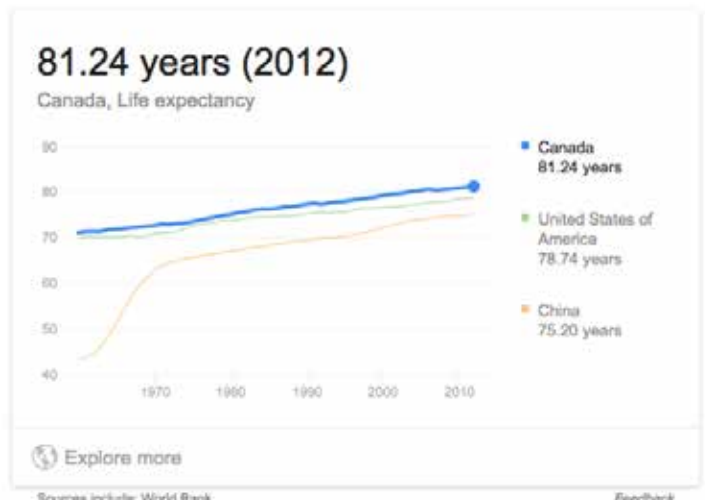
3. **Why more marketers** don't use direct marketing **make no sense to me.**

## Two of the biggest mistakes charities make.

If there is one-thing charities are fixated upon, it's *"Oh, my god our donors are dying. We need to attract a younger audience to stay in business."* I've heard this over and over for years from many charities.

**Now, if the average age of most charities donors is 65 years and the life expectancy of Canadian was 81.24 years in 2012**

**and growing: (80 for males and 84 for females) then clearly there is plenty of great giving years left.** (Source World Bank)



**Next, how they talk to each age group is of crucial importance since one size does not fit all.**

<b>Age:</b>	<b>Born Between:</b>
<b>60 to 75</b>	<b>1940 to 1955</b>
<b>76 to 80</b>	<b>1939 to 1935</b>
<b>81 and above</b>	<b>1934 and before</b>

People born during the 1930's grew up during the Great Depression, they witnessed the start of World War II as youngsters, and learned to stretch the family groceries. Many got jobs in the post-WWII boom; others went off to fight in Korea.

But a person born 21 years later in 1940 to 1955 had a totally different experience. They were the Baby Boomers—a totally different breed.

### **Know your donor's Profile!**

The ideal client profile is made up of two parts: a demographic and psycho-graphic profile.

The demographic includes what your ideal client's age, gender, education, disposable income, geographic location etc. While her psycho-graphic profile is about her interests, hobbies, lifestyle, values and buying habits.

**a person's formative years (between age 11-19). That's when many basic values and tastes are set.**

### **How to resonate with each Age Group's Sensibilities is key.**

You need to understand the tastes, values and sensibilities that your target audience grew up with during their formative years.

Study their growing up environment, gather lists of music, movies, TV shows, world events plus visuals like ads, album covers and magazines to get a feeling for the colors, typography and design styles forming those folk's formative years memories.

Creative that works needs to be a mixture of your customers' formative years' foundation plus what they've lived through since.

Finally, a word of advice: If you must chase 'younger' people between (20 and 35 years), just out of fear of the death of your 'current' donors — don't just turn to social media, emails or crowdfunding. You will be surprised what direct mail can still accomplish with this segment—as long as it's done right.

# This too is nuts.

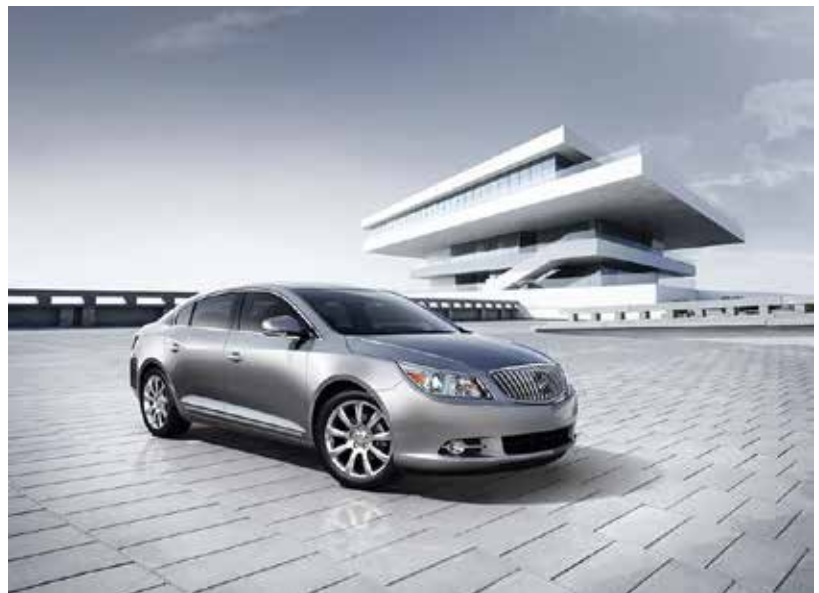
Advertising agencies spend a great deal of their budget on TV. Specially, when it comes to selling cars.

What we see in most TV commercials are cars meandering down highways and city streets—hardly the most persuasive form of advertising.

**Yet, in a survey conducted by Cap Gemini Ernst & Young who asked people what made them buy their last new car.**

- Only 17% of people said that watching a TV commercial influenced their buying decision.
- 26% said it was something they saw on the Internet.

- Surprisingly, 48% said they were swayed by direct mail from dealers.
- While the most effective motivator of all—71% said they were most swayed by word of mouth. A friend suggested a particular car to them.



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# Why more marketers don't use direct marketing make no sense to me?

With so much focus on digital advertising, most marketers mistakenly believe that direct mail is a waste of time. And even if marketers acknowledge its power, they don't have the experience to effectively engage in a campaign. As a result there isn't much competition in direct mail today.

When I first started out in direct marketing I was told: "the devil is in the detail"; everything should be considered and the tiniest element can bring the most delight to its audience. But as I made my way orbiting in the ad world, I continue to be surprised by the lack of appreciation for execution and craftsmanship for this craft.

**ROI is highest for direct mail campaigns with response rates that can reach as high as 25% like mailers containing 3 dimensional objects or "lump mail".**  
On average direct mail naturally has an incredible response rate of 1 to 2%.

If it's the execution and the concept behind that makes an idea come alive then you need to create a piece that touches and delight your audiences. Something, they can pick it up and hold to really appreciate its value. It's this tangibility that feeds the senses and creates a physical relationship with the audience. It's the primal thing— as humans we want to touch and interact with physical objects. It's what makes us stand up and take notice.

To illustrate my point here is the magic calendar made of two simple pieces of Card stock I sent to my friends and clients.



When opened from one side you get the first six months of the calendar, but when opened from the other side it revealed the last six months.

**The response rate was well over 76%.  
But the email below from Suzanne Gibson was simply priceless:**

**The fact that my kid is fighting me for the magic calendar should tell you it is a total winner!**

**Thanks, Billy - you always demonstrate inspired creativity (:**

**Happy holidays to you. Cheers,**

**Suzanne**

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