



DIRECT FORUM

DECEMBER 2013

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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. Let's play a little **Game**
2. **A scathing report on charities but worse still** the response by many readers.

3. **Net Gain.** How direct marketing can profit from digital natives.
4. An update on my **Maximum Response Seminar**

Let's play a little **Game**

Here are 2 questions.

See how well you do? Select the sentence you think is more impactful.

Question 1:

(A) Take our one-month guarantee.

(B) Take our 30-day guarantee.

Question 2:

(A) 75% of our clients have always come back to buy another product.

(B) Three out of four of our clients have always come back to buy another product.

(The correct answers are at the end on page 7)

A scathing report on charities but worse still

the response by many readers.

“When I learned that only 20% of my donation was going where they should that’s when I stopped donating.”

True or false? This was the comment from just one of the many readers in response to the recent article published on Sunday, November 3, 2013 in the **Globe & Mail**, titled: **Canadians questioning how charities are using donations, new study finds.**

It went on to state that: ***A growing number of Canadians are questioning how charities are using the more than \$8-billion donated each year. More than two-thirds of Canadians also believe there are too many charities raising money for the same cause and international development organizations are among the least trusted charities in the country, according to the report released by the Edmonton-based Muttart Foundation.***

The 158-page report, called **Talking About Charities 2013**, is based on interviews with more than 3,800 people. It’s the fifth survey the foundation has done since 2000 and it provides a **rare glimpse into how Canadians view the country’s 85,600 charities.**

It showed that the level of trust in the people running charities has fallen to 71% from 80% in 2004.

While the level of trust in many other professions has also fallen, **the drop for charity leaders has been among the steepest.**

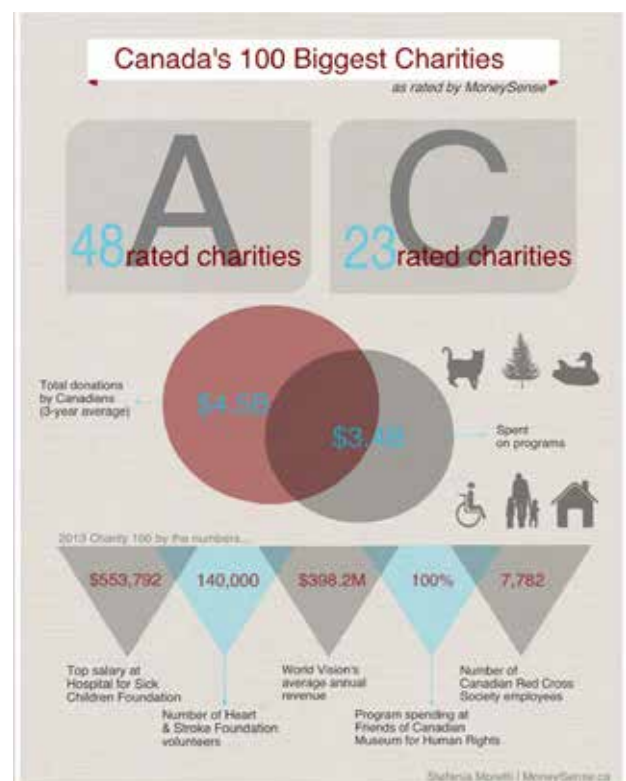
Worse still, **Money Sense Magazine** rated the top 100 charities in Canada. Among the 25 biggest charities (bringing in more than \$33 million annually from donors) only 5 received an overall grade of “A” or higher.

So, my question is what are the charities doing about it?

Would love to see if any one of you cares to respond to my quarry?

This newsletter goes out to a lot of people in the charitable sector so I hope some of you will respond. Email me with your thoughts and include how you intend to change this perception.

If you want to know what grade your charity received, go online and type in money sense magazine charity rating 2013.



Net Gain

How direct marketing can profit from today's digital immigrants.

YES, DIRECT MARKETING IS MORE THAN DIRECT MAIL TODAY.

This was best witnessed at the 2013 Cannes Lions International Advertising Festival. Under the category DM all the pieces that won had little or nothing to do with what we consider to be the old traditional direct marketing and many of the big winners were not selling anything but spreading a cause marketing message.

AND NO, THE WORLD IS NOT THE SAME IN THIS NEW AGE I CALL "THE PARTICIPATION ERA."

If direct marketing is one-on-one communications then surely what digital immigrants are doing today is a godsend for DM, because they are:

- **Communicating with one and other regularly**
- **Actively engaged in consuming and influencing the marketplace than ever before**
- **More people today are involved in social marketing; they are broadcasting their thoughts and experiences online; contributing their views; spending time rating products; uploading videos**

and images; exploring brands through social networks and interacting with others online.

- They have been the main deciding factor in who wins on shows like American Idol, Dancing with the Stars, and a host of other shows, reversing the trend, where at one time one time, power and decisions flowed in one direction: from news media, experts, advertising agencies to consumers.
- Back when there were few media options and it was easy to market and sell to consumers on TV, radio and newsprint with reach and frequency.

Today, there is a quantum shift not only in media options but also in who controls the conversation about any brand. It is no longer solely the advertising agency, the corporation, an expert or news media.

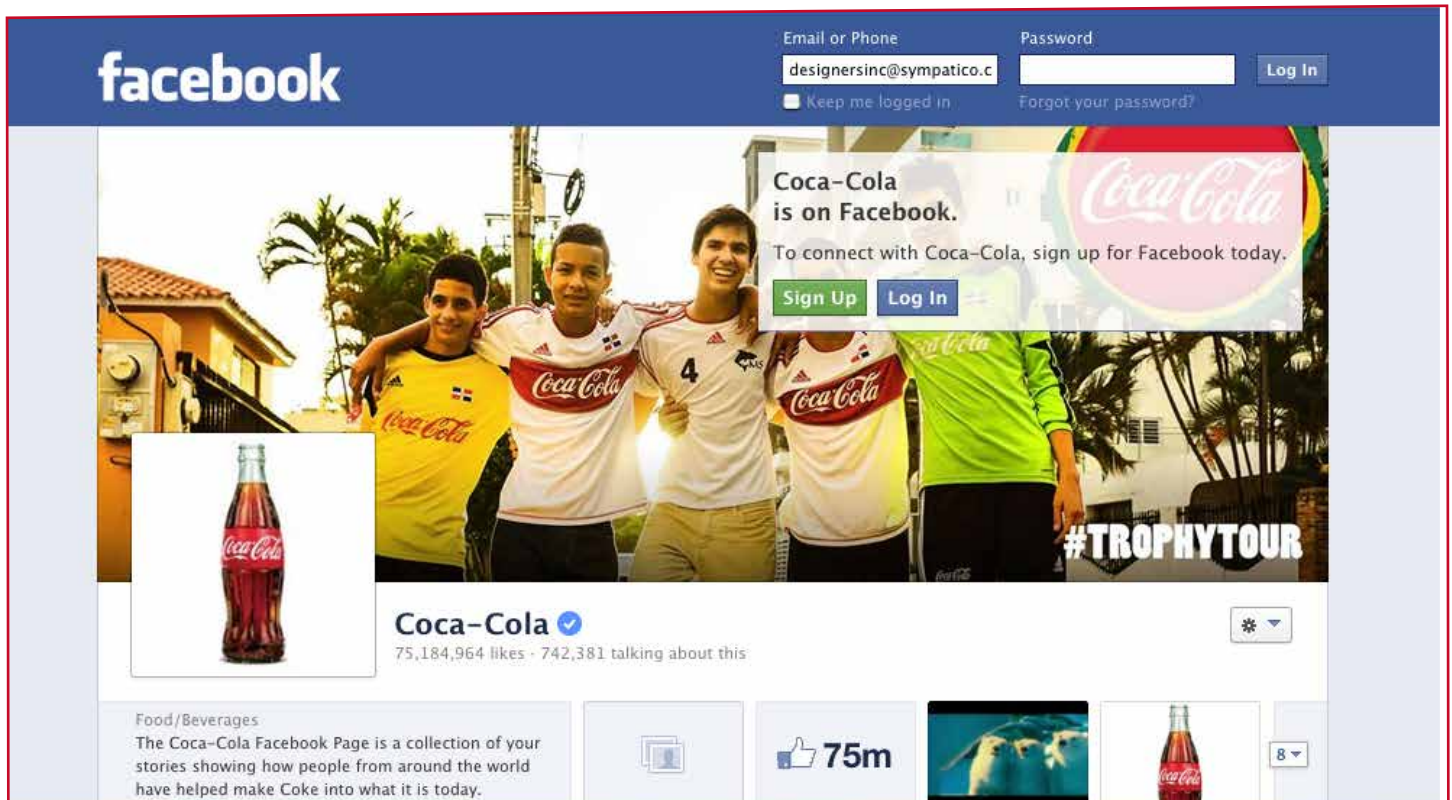
It is also your consumer or donor. They are as much in charge of your brand as you are and what they think and say about your product or service can spread like a bush-fire.

CONTINUES ...

In December 2008, two Coca-Cola fans, Dusty and Michael, created a Facebook page for Coca Cola. In the past Coca-Cola would have immediately had a lawyer send them a cease and desist order, but they did not, instead they encouraged it.

rather, it can be any one in their circle or trusted sources

- More people now research a product online before making a purchase.



Today, people from all parts of the world share that Facebook page and it has over 75 million Likes.

More people have the ability to influence business and government to enforce global change.

What else has changed?

- People favour recommendations from peers or friends.
- For many people, an expert doesn't necessarily have to be someone with credentials—

- They have more confidence in the information they collect online than from a sales person.
- People spend more time online each week than they do in front of the TV

They even use their phones to read reviews or research products while shopping and if they find something interesting they pass it on to their friends.

CONTINUES ...

Using technology is old news now since most people own multiple devices from laptops to smartphones. And more of them are more likely multi-tasking while online across a variety of platforms such as mobile, tablet and gaming

The one thing they are not doing is falling for anything that remotely smacks of advertising. They shun it like the plague.

This has changed the attitude of big companies and their advertising agencies.

Case in point: Coco-Cola is resorting to the good old days back in the 70's when they first aired the commercial: ***"I'd Like to Teach the World to Sing in Perfect Harmony."*** That feel good feeling became so popular it pushed their brand and profits to greater heights.

Now Coca-Cola and many others are trying to duplicate that softer side as evidenced by the recent video they aired at the 2013 Cannes Advertising Festival that won them a gold award there and at many other award shows.

Here the Coca-Cola vending machine wasn't selling anything, it was uniting people in India and Pakistan



Another example is the Super Bowl Game video aired last year called, ***"God made a farmer"*** for Ram Trucks. There is no blatant sell in the video, just a couple of frames of the truck and at the end where the truck and company logo appear. It is making an emotional connection and the last time I checked had succeeded with over 16 million views and 17,354 viewer comments.

Wonder, how many pass-alongs it got?

So, where does it leave us? And what can we do now in the age of the 'participation era'?

It can be a boon for direct marketing as long as you understand that gone are the 'Mad Men' days of hard sell.

CONTINUES ...

Here's a good example of involvement from India Citibank, one of the first banks to provide mobile banking services there.

To communicate that they had a range of mobile banking services, they created a crossword puzzle that also doubled as a QR code and ran in all the leading newspapers, using no hard-sell tactic.

If a reader found the puzzle hard, they could scan the QR code with their smartphone and get the answers.

Result: In the first month over 15,000 customers registered for the Citi Mobile service and about 12,000 had downloaded the app.

Goes to show you the power of involvement not blatant selling.

Across

2. Cartoon brothers need money?
4. Company director's movie challenges remain unfinished
8. I am amazed by my family for now?
7. Army sends its four troop contingents
9. State Bank takes this place in India's most effective companies list
10. Old man is happy with income set aside?
11. You really have to solve this clue!
13. How always pay a price for going wrong?
14. Mr. Moneybags shows a lot of interest in me
15. Crisis gives stars to movie
17. My dad also took part of a company
19. I have learnt to take people as they are
25. Calling a spade a spade
30. I calculate how everything declines slower with age?
31. Hungry bee takes out of the cookie jar
32. Newspaper issues article that says lucky man gets to keep the money?
33. There are some things more rewarding than money?
34. You can't be a part of any other team but mine?
38. Prices a big role in everything
39. An Indian man returns to his roots
40. Even foreigners can have security trading in America?
42. A company grows hair and leads help all around the world?
43. Blind friend of thread provides help during overuse of lotion?
44. Sometimes even being involved takes its toll?
45. An aviator comes in front of a judge?
47. I give resources very methodically
49. You absolutely have to make sure to cover your head?
52. This sort of exchange is always off
53. My house is at the mercy of a suit
54. Decisions made in a canopy of type is always previous?
57. Only I can ensure you get constant?
60. How expensive it is to take money?
60. A Delta building can always come in handy
62. I deal with house payments directly
65. People coughs everywhere to my nose counter has a flight specially arranged for him?
66. Book counter has a flight specially arranged for him?
67. I'm just paper but I wholeheartedly support negotiations
68. Not so wary if your borrowed car gets stolen?
71. It takes a lot of time and patience to make something new known?
75. Some effort you just have to put

Down

1. A statistic over
3. My nose to five suit is a guardian
4. Two hatches shake hands after signing mutually beneficial agreements
5. Gandhi is with us all the time
7. Account is a richer man every Dowd!
8. Sir John Doe has a fine suit of armor
10. Europe comes together to welcome you?
12. My kid brother sketches his mouth?
16. Lazy schoolboy Sam has a mountain of pending homework
18. Companies always want to reap more out of what they see?
20. Even credit cards have their secret?
21. The Government stands to gain from the end of the road family tree
22. I grow older every annum?
23. Paid a traffic cop a heavy penalty on the spot?
24. Field falls in my lap?
26. Bruce Van-Staff has a great-looking suit of approval
27. Ambitious local man has a great backing?
28. Mr. John is of great help to me in business?
29. Everything in the world is connected?
35. My business's reason to be
36. Our product's value always spoils the truth
37. I stick to what I decide long-term?
38. Cheques speak a cryptic language?
41. The reading floor needs a new carpet
46. News travels fast on wires?
48. We'll never go back on our promises?
50. What stands in between me and my staff?
51. Indulged boy always loses marks for bad behavior?
55. Touch my money and you'll get a lot of electric current
56. She's just not that into you?
58. Now she's a lot into you and that's increasingly problematic?
59. A White House occupant got too close for comfort
60. Negative quiz's replica?
61. The farmer thanked the rain Gods for such a great crop
63. I take care of sales in day things and the latest trends too!
64. An NRI is always mixed up when he comes back home?
65. A country can't get more productive than this?
70. What's my weak points reduce my wrong points to?
72. What happens when from goes wrong?
76. In the City of Dreams, money keeps building?
79. A daily that tells us what times we live in?
80. The Germans are in a stable twilight?
82. My go-to man for money?

Banking procedures puzzling you?
Scan the QR code to get a quick response.

**Abbreviations*

1. If readers found the puzzle too difficult, they could scan the QR code with their smart phones.
2. On scanning it, they were instantly taken to a page showing them the puzzle's solution.
3. A little while later, a banner appeared, telling the reader how fast and easy it was to use Citi's mobile banking services. A link was also provided for

An update on my **Maximum Response** Seminar



Finally, I am pleased to report that my Seminar was well received judging from the fact that I got a warm response and a request from one big financial organization that wishes to share my presentation with its staff plus several individual requests for my power-point presentation.

If you missed the event and would like my presentation, just email me your request and I will send you an invitation and the link to it on Dropbox.

Answers to Let's play a little game:

Question 1: Take our 30-day guarantee.

Reason: It is stronger because 1 month seems less than 30 days, just like 1 hour sounds less than 60 minutes.

It's the same reason why marketers sell something for \$19.99 rather than \$20.

We have a tendency to round down, not up. So a price that says "19.99" reads as 19 dollars to most, not 20. It's called the "left digit effect". People round to the number on the left. Retailers can tell you that a bin with 99-cents items beats a bin with one-dollar items any day of the week. That's just human nature.

Question 2: Three out of four of our clients have always come back to buy another product.

Reason: Once again three out of four is stronger because of the same reason as above and it also over-shadows a bare piece of statistical information.

OPT IN, OPT OUT, OPTIONS:

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