

DIRECT FORUM

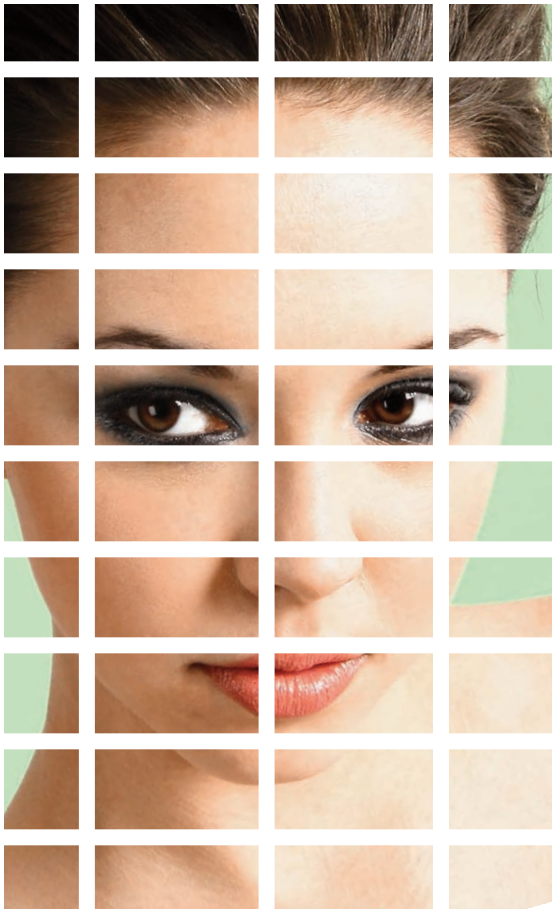
FEBRUARY 2012

VOLUME 8. ISSUE 2

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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Tapping into the mature market. Part 2 — The mysterious Millennials (ages 25-35)



Last month I focused on (50+) consumers. Now, let's look at another group of prospects — The Millennials

The Millennials: This tech-savvy generation, born between 1985 and 2004, has enormous spending power so they need to be taken seriously.

They are the children of the Baby Boomers also know as Generation Y, Echo Boomers or the Net Generation to many. Only recently have demographers finally settled on calling them all "Millennials".

There are approximately 47,660 of them in Canada. (Males account for 24,000 and females are 23,660. That's 14.2% males and 13.6% females of the total population. Their average yearly earning is estimated at \$45,200 for males and \$31,100 for females.

Source: Statistics Canada, (2011-09-28)

They are one of the most coveted groups sought out by advertising agencies and businesses. According to one study, they influence as much as half of all spending today. In other words, if they're not your customers or donors now, they will soon be in the future.

The donation amounts of this group have held steady at 12% from 1999 to 2008.

This tech-savvy group however still receives information from a variety of sources — online, the web, smartphones, friends, broadcast and direct mail. Last year, surprisingly they redeemed about 73% of coupons.

Millennials have grown up to be suspicious of mass media, big business, PR and advertising. They look for more credible sources of information elsewhere and trust peer-to-peer resources, so this influence works best within this demographic group.

Millennials are also highly community minded and generally like to share information and messages among friends and family — this is important to them. So marketers need to think strategically and figure out how to provide content that this audience will want to share within their own sphere of influence.

Millennials were also the first at multitasking — they grow up doing things like homework or studying while listening to their MP3 player, or sending text messages to their friends while watching TV.

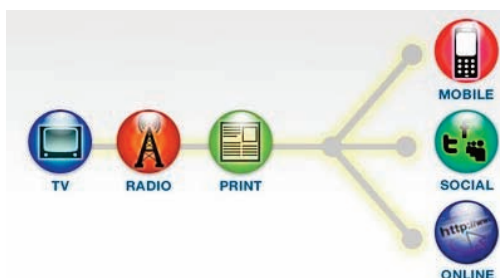
Millennials can be hard to find because when they're not moving frequently, they may be with friends. Many may still be living with their parents until their own financial situations improve.

While Millennials may seem to be more inaccessible, they are reachable in many ways.

Here are two methods:

- 1. Integrated marketing messages fit right in with their practice of multitasking using various electronic and traditional channels.**

Just employing viral ways to reach them is not



always the best practice since they are keenly aware and suspicious of digital spamming.



2. Direct mail can be another effective way of reaching them, since they can be literally anywhere making purchasing decisions. Providing them information via PURLs or QR codes is one way as long as your product or service is relevant to them.

Honouring the rules on how to speak to them is important, too. Make sure your conversation is a dialogue, not just a monologue. Giving them a chance to talk back is important. This can be in the form of a link, a QR code they can access, an email address or contact number where they can send a quick text message.

Many are even willing to try new things, but are likely to abandon something if it doesn't work as promised.

*For more proof that direct mail works: A survey conducted by **ExactTarget** found that 65% of Millennials said that they prefer to read something on paper.*

Some Don'ts:

- Don't try and trick them. They can see right through disingenuous solicitations and smoke-and-mirrors advertising.
- Don't preach to them. Let them figure out things on their own and give them the opportunity to respond. One-way communications won't work.

Some subtle differences between writing a direct marketing appeal and an e-appeal.

In both of the above kinds of appeals it is important to remember, first and foremost, that you are intruding on someone's time. So the What's-in-it-for-me (WIIFM) is crucial. If it is not relevant to them it won't matter what the appeal is for.



First-person singular is more important in e-appeals than in letter writing. However a word of caution, an email with too friendly a tone can have a negative effect when the recipient regards the message as an invasion of privacy.

In direct mail, the status of the sender within the organization is important. People want to hear from the top.

Not so in emails. People will pay more attention to an email from someone they know and trust. In emails how close the relationship is between the sender and recipient is more important than the sender's rank in the organization.

Direct mail takes from a few weeks to a month to create and print. Snail mail takes another 2-5 days for delivery. In an email, if you are dealing with a crisis or a time-sensitive product, you have the advantage of getting your message out at once — **in real time**.

Direct mail uses a more formal way of addressing recipients: 'Dear Mr. Doe,' or 'Dear Ms. J. Doe,' In an email you can get more personal: 'Hello John' because emails are largely sent to friends or people who have opted in.

In direct mail, the style of writing is formal too. DM writers have to toe a fine line between selling and becoming chatty. While a DM piece may say: "We are overwhelmed by your generosity", an email allows you to be more conversational: "Wow! You overwhelmed us."

In emails you can even use contractions, e.g. "I will" becomes "I'll" which creates more rapport. The Internet also has its own jargon of cryptic writing in symbols that appears more one-to-one. ☺

Direct mail has a less cluttered field, while with email you are competing with more noise. We are barraged with emails daily because they are so cheap and easy to send but it's easier for them to get lost in the scuffle.

With emails getting a second gift from the same donor still remains a challenge even if they gave online the first time. Marketers have had better success getting online donors to give again via direct mail or telemarketing. Also it is harder to relay an emotional message via a simple email unless you lead them to a 'streaming video' that has the desired impact.

Two interesting surveys about the power of direct mail



A study conducted by the marketing analysis firm, **Brand Science** on behalf of **Royal Mail** analyzed the performance of 260 marketing campaigns across all industry sectors. They found that combining direct mail with other channels increases campaign payback by up to 20%.

- **The study also revealed that online and out-door marketing channels achieved the highest success rates when coupled with direct mail.**

In a study by the **US Postal Service** for their advertising campaign called **Flat Rate Boxes** that employed television, online, radio and, of course, direct mail, they found the following result:

- **The use of television helped the campaign tagline, "If it fits, it ships," become a catchphrase around the country. However the biggest response (35%) came from their direct mail efforts.**



A few more responses to my Crane mailing

In my last newsletter I mentioned that my year-end Holiday mailing of an origami crane and related message received a wonderful response. Here are some more of the messages I received back:

Thank you for the origami, Billy (which I just received today). It's happily flying from the desk lamp in my office J. All the best for a very a happy and prosperous New Year.

John Gustavson

Dearest Billy:

Every year I have anxiously awaited your little envelope, actually everyone in my office at work awaits "my prize", that is what I consider the package I receive from you every year, my prize, it is awaited by not just me, some

years I have had to hide my little trinket so no one “borrows it and doesn’t return it to me”, not on purpose of course, I too have each and every gadget/prize you have sent out to us, but I agree with one of your other recipients, this year was extra special because your hands created this piece – like I said “what a prize”, thank you so very much Sir, Happy New Year to you and yours, keep on “folding.”

Stacey Maiorana (Carruthers)

Billy!

Thank you so much for your wishes, and the origami!!!
I will definitely hang it on my rearview mirror!! It is so nice of you!

And I’m sending you my very best thoughts of happiness and health for 2012!

Cheers!

Christine Croft

Hi Billy

Happy New Year. Thank you for your kind wishes via the wonderful crane. It is a powerful bird to bring thoughts of friendship, joy, hope, good luck, and peace. A 100 billion of them should be distributed world-wide and the many ills of society could be gone.

I’ll settle for the great green one that you sent to me.

P.S. Best Wishes to you and your Southern Belle for next year.

Mike Faye

Hello Billy,

Thank you for the paper crane, I’m hanging it from a plant on my side table. And, thank you for the continued support. I wish you and your family all the best for 2012.

Lorna Johnson



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Dear Helen,

This is the time before the New Year, when many of us make resolutions or have dreams or wishes we hope will come true.

This year I thought I would give you a helping hand.

There is an old Japanese folk tale that says folding 1,000 paper cranes will make a wish come true.

So, I made origami cranes especially for you and my other friends and family.

Just fold out the wings in a flying position and hang it on a lamp beside your desk, on the rearview mirror of your car or even on a Christmas tree, and let the magic begin.



These magnificent birds, who soar high up in the sky, have over the years come to symbolize many wonderful things including friendship, joy, hope, good luck and peace.

And that is my wish for you and your loved ones.

I hope you have a wonderful New Year.
P.S. Happy New Year to you and yours.
2012.



Hi Billy,

First of all, thank you for the lovely holiday greeting. I can honestly say this is the first time I received origami in a card.

Angele

Cool origami in my Xmas mailing...it is making my Jetta feel spry and sassy!

Suzanne

The 2 page YWCA letter



Dear Ms. Sample,

Each year thousands of girls and young women endure abuse in their homes. To escape the violence they have to make a terrible choice — rely on the generosity of friends and relatives to sleep on their couch for a few days, weeks or months or choose to live on the streets.

Life on the street means hunger, danger and exposure to the harsh elements. Women are particularly vulnerable to abuse and violence.

The good news is that many of them end up on the doorsteps of YWCA Toronto's 1st Stop Woodlawn shelter. They arrive here cold, hungry, lonely, depressed and without hope.

provide these vital services and ensure that we never have to turn anyone away from our door.

Your generous donation now will help ensure that these young women can continue to live in dignity and have a brighter future.

Monthly giving provides you with a way of making your support a year round commitment we can count on. Please become a monthly donor by joining our Fresh Start Monthly Giving Plan. Simply complete that section of your reply and we will do the rest.

Yours sincerely,
Heather M. Ramsey
Heather McGregor
Chief Executive Officer

P.S. Generosity of the heart is the greatest gift one person can give to another. What better gift to give than a life-changing one to a homeless young woman during the upcoming holiday season.

This made my day

Recently, the **YWCA** contacted me because they wanted to rerun a direct mail piece I had created for them ten years ago. Flattered that they called (*because many re-use my work without asking me*) I offered to update and redo the piece while showing them how to save money.

It is not just the satisfaction of knowing that the piece once again did so well, but the email that Paulett Ramsey sent me — it really made my day. Check it out:

Hi Billy,

Attached are the results of our prospect mailing. **The results are remarkable and we have not seen these kinds of numbers for prospect in several years.**

I am so glad I decided to bring it back and thank you for your work!

With kind regards,

Paulette M. Ramsey, CFRE

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