

DIRECT FORUM

MARCH 2012

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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.

1. Giving my newsletters a face-lift
2. Get better results with the Quick Scan process — the Barnaby Hospital Foundation used it and reaped bigger rewards
3. Pack a punch with Punctuations!
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Giving my newsletters a face-lift

I recently listened to a **Canada Post** Webinar called “**Utilizing Eye Tracking to Optimize Direct Mail**” by **Cathleen Zapata** of **Metrics Marketing Group**.

One of the many things I learned was that the eye scans reading material by jumping from one point of interest to another as shown alongside:

We also tend to give more preference to the left hand side because we read from left to right.

With this in mind, I have made small adjustments to my newsletter.

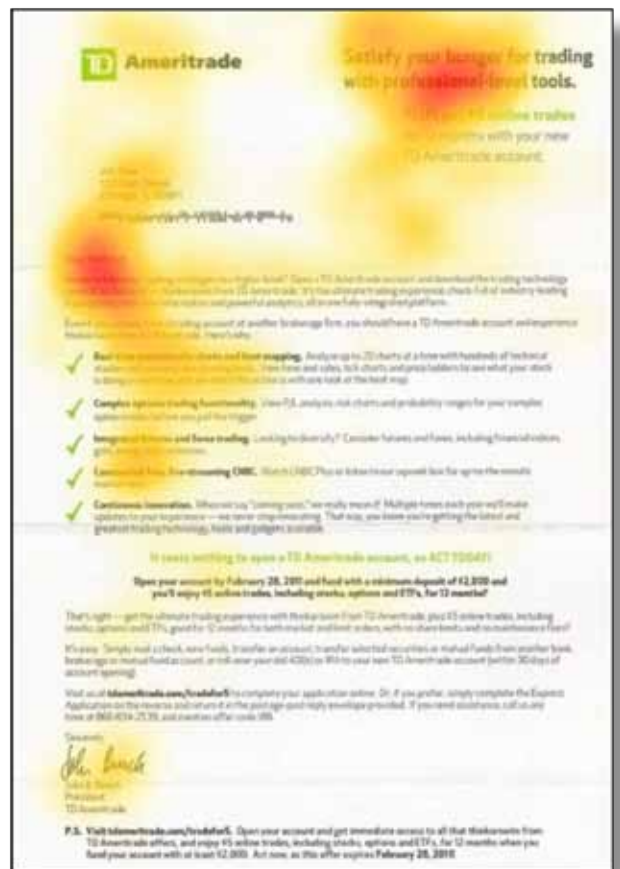
I have moved the copy to the left, changed some of the fonts, enlarged the picture area and added a light tone to the copy area for easier reading.

Besides after eight years, I think it needed a makeover anyway.

I would love to get your feedback.

What do you think? Do you like it or hate it?

Let me know.



The yellow area indicates eye tracking movement while the red areas are points of interest.

Get better results with the Quick Scan process — the Barnaby Hospital Foundation used it and reaped bigger rewards

In my May 2011 Newsletter, I explained why digital fonts need to be adjusted (*or reformatted*) for better readability.

I even offered my **Quick Scan process** for just \$100 per page. It adjusts the spacing between letters and words, makes the material easier to read and gets better results.

UNFORMATTED TYPESETTING VERSION:

You'll love how our magazine encourages your kids to read, reason and make some key decisions.

REFORMATTED TYPESETTING VERSION:

You'll love how our magazine encourages your kids to read, reason and make some key decisions.

My May 2011 Newsletter showed the difference between typesetting that is set without adjusting the spacing between words and letters (*unformatted typesetting*) alongside

And the Quick Scan process (*reformatted typesetting*) alongside that adjusts the spacing for better readability,

After all, if your objective is to improve the response of your direct mail piece or newsletter by even a small fraction, then one of the simplest ways to do it is by improving the legibility of your piece.

Last November, **Maura Fitzpatrick** of the **Barnaby Hospital Foundation** took me up on my challenge and tested two identical pieces — mailing 24,355 pieces without the quick scan process and 24,345 with my quick scan process.

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Recently, she was kind enough to email me the results:

Near the end of December, one donor responded to the non-quick scan version with a \$10,000 gift! So, if we take that extraordinary gift out of the equation, the actual amount raised is \$13,946 with an average gift of \$58.35.

As you can see, while the response rates for both versions were very close, however the average gift size for the quick scan version was higher by more than \$11 compared against the other package.

The quick scan version generated \$15,490 with an average gift of \$69.46 in comparison to the non-quick scan version.

Here are two more tips on typography:

- 1. Picking the right combination of typefaces is like selecting the outfit you are going to wear — you wouldn't wear plaid trousers with a striped shirt, would you?**
- 2. Try not to use too many typefaces; it makes your direct mail look like a ransom note rather than a serious piece.**

Pack a punch with Punctuations!

The benefits of knowing the rules of punctuation are many but understanding how they impact the reader is the key to improved persuasion.

For example:

- A question mark is automatically interactive, beckoning reader involvement.
- A colon indicates incompleteness of what has been said so far and prompts the reader to read what follows after it.
- An asterisk suggests that the statement to which it is attached may not be entirely true. Use asterisks with discretion since people anticipate seeing evidence of an exception. Another negative aspect is that an asterisk is disruptive. It breaks up the flow and impact of the text.

Dr. David Yap
Emergency Physician
Burnaby Hospital

**BURNABY HOSPITAL
FOUNDATION**
3935 Kincaid Street
Burnaby, BC V5G 2X6

Sometimes they can't breathe, other times they are in severe pain... some can't even tell us what's wrong - the ones who are too young or cannot speak.

Each day is different... but **each and every day**, Burnaby Hospital's busy emergency department **cares for almost 200 people!**

If you or a family member ever needs emergency medical attention, we are here for you when you need us the most.

But if you have never been to Burnaby Hospital, please allow me to share some startling facts with you.



This year, our emergency department will care for well over 70,000 people...some who are seriously ill or injured, and others who need life saving treatment.

And although our emergency department is one of the busiest in B.C., you'll be glad to know that compared to other hospitals, we have one of the shortest patient wait times.

We care for people who live and work in Burnaby, East Vancouver, and beyond. It may surprise you to learn over 30% of the people we treat in our emergency department actually live in East Vancouver.

While we will always be here to care for you and your family when you need us the most, we need your help too.

Because the majority of funds required to purchase urgent medical equipment, come from people like you.

And without donations, we would not have the resources to purchase vital, life-saving, diagnostic, medical and surgical

We need almost \$3 million!

Help us save the postage by giving online at www.bhfoundation.ca/HelpUs or calling 604.431.2881.

YES, Dr. Yap I want to help Burnaby Hospital!
Please complete and return in the postage-paid envelope.

Burnaby Hospital Foundation
Charitable Business Number: 10081 9295 990001

OPTION 1: Monthly contributions
Please complete the reverse side to join our monthly giving program.

OPTION 2: Single contribution
I wish to show my support by making a gift of:

\$35 \$50 \$75 \$100

Your Choice: _____

Payment Details



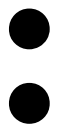



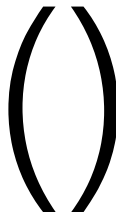

Cheque or money order, payable to:
Burnaby Hospital Foundation
3935 Kincaid Street, Burnaby, BC V5G 2X6

Credit card
(please enter details on back side of this form)

Phone: _____ E-mail: _____

The quick scan 'Burnaby Hospital Foundation' letter above

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<p>COMMA</p> 	<ul style="list-style-type: none"> • Separates dependent clauses or phrases • Separates a series of items 	<ul style="list-style-type: none"> • We need action, not words. • This article talks about commas, colon, asterisks, dashes and question marks.*
<p>SEMICOLON</p> 	<ul style="list-style-type: none"> • Lists independent clauses closely relate to each other • Separates dependent clauses 	<ul style="list-style-type: none"> • Precautions are taken to ensure product safety; accidents still occur. • We visited the Taj Mahal; saw Mount Everest by plane and Bombay by boat.
<p>COLON</p> 	<ul style="list-style-type: none"> • Indicates that something is to follow, usually a list • Reminds the reader that the thought is incomplete so far 	<ul style="list-style-type: none"> • Go to the kitchen and fetch these items: spoons, knives and forks. • I work for non-profit organizations for one reason: to help them make money.
<p>HYPHEN</p> 	<ul style="list-style-type: none"> • Usually links two or more words modifying a noun 	<ul style="list-style-type: none"> • This is a state-of-the-art golf course.
<p>ELLIPSIS</p> 	<ul style="list-style-type: none"> • Used to show hesitation or omission • Often used when only part of a quotation is used 	<ul style="list-style-type: none"> • “I ... am ... not guilty,” he stuttered. • This article covers how-to information, includes typography, sentence structure ... as well as how to get better results.”
<p>DASH</p> 	<ul style="list-style-type: none"> • Highlights or interrupts a thought • While ellipsis usually whisper, a dash shouts 	<ul style="list-style-type: none"> • The Academy Awards Show—though entertaining—runs on too long. • While millions are dying of AIDS — pharmaceutical firms get richer.
<p>PARENTHESES</p> 	<ul style="list-style-type: none"> • Adds information, generally of secondary importance 	<ul style="list-style-type: none"> • Enclosed are the two invoices (No. 1245 and No. 1249) you requested.
<p>APOSTROPHE</p> 	<ul style="list-style-type: none"> • Shows possession, contraction, or omission 	<ul style="list-style-type: none"> • I can't make the meeting. • The employees' health care costs are covered.

* Note: In today's style of writing since the second sentence has the word 'and' which acts as a separator, a comma can be omitted.

What to do now that traditional marketing methods are not working

Traditional marketers once focused their energies on what people thought about their brands.

Now marketers have to focus their energies on how people engage with their brands — online, in-store, at home and other channels.

Traditional marketing was quite simple: figure out your USP (unique selling proposition), get the creative people to come up with a way to focus on the problem and *voila* it was solved.

No wonder the 'mad men' had time for three-martini lunches.

Today there has been a quantum shift in who controls the conversation about a brand. It is no longer solely the Ad agency or the corporation.

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

Take for example what happened to **United Airlines**. When **Dave Carroll**, a musician from **Halifax, Nova Scotia**, posted a video on **YouTube** called '**United Breaks Guitars,**' over eight million watched it. The company's stock plunged nearly 10% a week after the video went viral.

A more recent example of the influence consumers and donors can have is illustrated in the recent uproar in the U.S. over the **Susan G. Komen for the Cure's** decision not to renew their long-standing partnership with **Planned Parenthood**. In addition to their abortion counselling and services, **Planned Parenthood** operates hundreds of family clinics that help women deal with the diagnosis of and paths to treatment for breast cancer.

Faced with a deluge of opposition that included pressure from lawmakers and internal dissent, **Susan G. Komen for the Cure** was forced to quickly reverse that decision.

Getting people engaged with your brand is important. While this presents new challenges for



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for all of us, it also offers greater opportunities to target prospects in a more focused manner.

One new way to do this is through **'Ambient marketing'** — a tactic that engages the audience in a subtle and unexpected way.

Need ideas in this area? Let me know. I would love to help any charitable organizations raise their public awareness.

OPT IN, OPT OUT, OPTIONS:

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To unsubscribe, send me an e-mail simply saying, "Please, remove".

To participate, send me an email with your suggestions.

To post a comment, please include your name, email address and your thoughts.

Let me remind you again that your name and/or e-mail address will never be shared, sold, circulated, or passed along to anyone else.

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TWO EXCELLENT EXAMPLES OF AMBIENT MARKETING

This poster for dog food that was strategically placed at ground level and treated with a special smell that dogs found irresistible.

The heading said: **"Listen to your nose."** On the bowl was the product name.



The poster below for the environmental group **'Friends of the Earth'** makes a forceful point.

