

Do Marketers know best?



Based on recent evidence, clearly not. I was appalled to read an article in one of the most renowned marketing publications that recent research indicated that 70% of all direct mail (or junk mail) is thrown in the bin unopened. Apparently, many marketers had thought that this figure was only 48%. What cloud are these people living on?

I have worked in the marketing profession for over twenty years and at no point, have I ever expected more than 10% of people mailed to look at direct mail. The percentage that actually respond tends to be far less. This is just another case of the industry using 'statistics' to sell their services. When are they going to start to understand their customers? The question they should be asking is "what would I do if I were a customer?"

Don't get me wrong, direct mail is a valuable part of the marketing mix. When used properly and in conjunction with other marketing activity such as: advertising, PR, online, sponsorship, and many more, it is extremely effective

at reinforcing and communicating your message. A lot of businesses go wrong by not understanding their customers and having unrealistic expectations. Marketing professionals seem to forget that most people do not behave in the same way as marketers. They don't look at every mailer that comes through their letterbox, or analyse every ad on TV. Likewise, a firm of solicitors sending out an email, or a mail shot, must understand that most people and businesses don't speak 'legalese'.

The message is clear. **Understand your customers.** Don't send information you want to read, send what *they* want to read. Set realistic expectations. Marketing is essential and works when executed well, but it does not deliver a quick fix. Anyone telling you otherwise does not understand marketing.

To debate this point or find out more about what marketing is right for your business, call us on 01844 273026 or email me at owen@ewo.uk.com .

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