



## How do we generate response?

Humans are complex communicators. Scientific research provides great insight into our communication methods, memory and recall, patterns of reading, colour recognition, mind associations and attention spans.

Great marketing is partly based on using this knowledge effectively in a creative sense to maximise response.

## What do we know?

Response is not one single thing – it is dynamic.

Response operates along a time continuum. Therefore it has no end.

Response is not simple. It is a complicated equation containing a myriad of elements that can come together well – or not!

The easiest way to maximise response is to ensure that your planning considers all the elements that affect response and attempt to firstly prioritise their importance and then cater for them.

### Eliciting a response means :

Finding the right people (targeting).

In the right place (market research).

At the right time (aspects of which are controllable).

With the right message (great “copy” ie. words).

Presented in the right way (creative design and formats).

With the right effect (calls to action & response routes).

Which you can measure and follow up (tracking & statistics).

Two of the most difficult elements are controlling the right place and time. There are often “known” triggers such as anniversaries, deadlines, recent headlining media stories, common locations such as conferences, that can be used to an advantage. There are also statistics which suggest the best times of the day and week to market to people through different media.

Some things are innately less controllable because they are personal - are they looking at the exact moment your marketing reaches them? Are they open to new ideas? Have they time to read and digest what you offer? Do they have access to the internet? Can they be bothered to go and look you up? Have they had a bad day? Did they just not like the colour of your envelope?

### The value of evaluation

Measuring response is critical to proving Return on Investment (ROI) for marketing and initiatives where driving sales is the primary objective (as opposed to increasing awareness or brand building).

In an ideal situation you should capture response at every point of contact a prospect or client has with you. There are tools for doing this such as unique telephone numbers, URLs for websites, website analytics, “sticky” sites (data capture through free downloads etc), incentives, promotions, and many more.



## Why use the whole marketing mix?

We have to consider all possible marketing activities that could communicate a message because of the vagaries of people's preferences, as both individuals (consumers) and "corporate representatives".

People wear these 2 "hats" and potentially many more. Their response preferences may be based on sex, age, history, personal status, geographic location.....

## For example, people may

Respond on receipt (immediately) if they are "in the market now".

Want to "check you out" first, do some research and think about it.

Be happy filling in details online (leaving a "footprint"), some will refuse to.

Like paper brochures to peruse at their leisure and keep hold of.

Like you to call them - some definitely won't.

Like incentives & promotions, some will ignore you if they don't know you already.

Want to write and post things back to you.

Want to shop only locally, or alternatively be looking internationally.

.....and many more!



## Marketing-Doctor recommends:

**Use a company that not only can write great copy or produce great designs, but understands and can explain why things are put together a particular way. This makes advice part subjective (based on experience) and part objective (based on science)**

**Take small bites – test response and learn from its success or failure.**

**Include many different ways and reasons to respond, to cater for preferences.**

**Do your research – utilise on-line surveys, telephone research and focus groups to ensure that the message you think you are communicating is being received and perceived the way you want it to be**

**Repetition – innovate & repeat, innovate & repeat to hook those long-term responders!**

