

Intrusive marketing hits a nerve

Love it or hate it, direct marketing is here for the time being. However, it seems that more people hate it than love it. Or at least are more vocal about it. Other than the character Sammy, in Kristen Gore's funny book Sammy's Hill, I don't know anyone who talks to telemarketers. This blog just received a post from a group that is seeking to limit political "robo-calls." All this begs the question, if so many people are annoyed, why do marketers continue doing it? I know the "robo-calls" were particularly insidious in the last election. Perhaps marketers are looking to cover all bases. Even a four percent return on investment might make the difference. But what if it creates bad will? Does a little bit of good will compensate for a lot of bad will?

Again, as a marketing person, I think all messaging should be targeted and tailored. Calls generated by computer are targeted geographically, but lack the personalization that helps make direct marketing more successful. I also think it is much easier to hang up on a recorded voice than it is to hang up on a live person asking to speak to Mr. or Mrs. butchered last name.