

# working together

may 2012

## *Baby Boomer Women:* Smart, Savvy and Successful *Are You Reaching Them?*

At 80 million strong, Baby Boomers are the largest generational demographic today. And among Boomers, women outnumber men and influence as much as 80 percent of household purchases. They represent a huge market opportunity.

But many marketers are still wooing the younger, less wealthy consumer markets, and the advertising industry has been slow to update stereotypes of aging and women. That's too bad because Baby Boomer women are a savvy group of consumers with money to spend. Here are some important insights for catching their attention.

### **Fifty is the new thirty.**

Take note: A Boomer woman cringes at the word "senior." She's not trying to be 29 again, but she doesn't connect with the stereotype of a cardigan-wearing grandma, either. Focus your brand messaging on youthful attitudes, embracing your age, wisdom from experience and inner beauty. Dove's Campaign for Real Beauty has been a big success in that way.

### **They're starting their own businesses.**

Many are reaching the peak of their careers and earning potential. The number of businesses owned by women is growing at twice the rate of all U.S. firms. Understand female entrepreneurs and you can reach your share of this market. For example, women are more likely than men to rely on the internet for its ability to open up new business opportunities.

### **Boomer women are smart on the web.**

For a multitasking woman, the internet is not a toy, it's a tool. Websites that customize information to her needs, recommend relevant products or offer expert advice will win her over.

### **Not all Boomer women are alike.**

The Boomer generation is huge, spanning a total of 18 years. Some Boomers are empty nesters, but others are in their 40s with children at home. These two groups have different wants and needs. Don't assume that just one marketing approach will resonate with this broad demographic.

It's What's

*Inside*

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## Five Bad Words for Email Subject Lines

1. **Confirm**
2. **Join**
3. **Assistance** – according to Baydin, which makes the email plugin Boomerang
4. **Speaker**
5. **Press**

Choose your words *carefully*.

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ADVICE



## It's Time to Get Your *Fiesta* On

Lest you think it's all about margaritas and nachos, Cinco de Mayo celebrates the victory of the Mexican army over French occupiers at the Battle of Puebla in 1862. The holiday has come to symbolize Mexican pride and patriotism and is now celebrated as much (if not more) in the United States, as well.

A Cinco de Mayo party is a great way to kick off the month—here are some ideas to make your fiesta “muy divertido.”

- Send out postcards of Mexico for your invitations or go to Evite for their pre-made Fiesta e-invitation.
- Use a bright Mexican blanket for your tablecloth and scatter flower petals across the table. Light the room with luminaria in the colors of the Mexican flag. With a paring knife, cut thin strips or shapes out of the sides of red and green bell peppers, then cut off the tops and scoop out the seeds. Place a tea light at the bottom of each pepper.
- Create a festive mood with a playlist of Latin tunes on your iPod, or stream them on Spotify or Pandora.
- Serve up a taco buffet. Keep it simple with one DIY main course. Place shredded chicken or ground beef, lettuce, tomatoes, beans, cheese, sour cream, guacamole and pico de gallo in serving bowls, then arrange hard and soft shells on a platter. (Don't forget non-spicy options if you include children.)
- Punch up the sangria and margaritas by floating flowers in a bowl. If you want to serve beer, Mexican options include Corona, Dos Equis and Negra Modelo.
- Hang a piñata outside and fill it with Mexican chocolates. For a colorful centerpiece, create a flower arrangement bursting from the top of an empty piñata.



## Memorable Dates

May 5	Cinco de Mayo
May 8	Have a Coke Day
May 13	Mother's Day
May 18	National Pizza Party Day
May 28	Memorial Day

## Passing Glance

All ink colors, even opaques, are altered by the shade of the paper, especially the deep accents. To compensate for colored stocks, pick more intense ink colors than you would normally choose for white stock.

# Low Click-Through Rate? Change the *Subject*

In email marketing, the best subject lines are short, descriptive and to the point. You can save the clever quips and cheese for your next party—the subject lines that garner the best open rates cut right to the chase, according to email marketing studies. Here are some other tips for creating subject lines that work.

**Avoid certain words.** The word “free” tends to trigger spam filters. Other words to avoid include “help,” “percent off” and “reminder.”

**Localization helps.** Personalization, such as including the recipient’s first name or last name, doesn’t significantly improve open rates. But including a location (name of the city or area) often gets people to click.

**Change it up.** Newsletters tend to start with high open rates, but eventually they fall. Repeating the exact same subject line for each newsletter makes the open rate drop even faster. Your newsletter’s subject lines should always reflect what’s inside.

**Be consistent with the “from” line.** It should concisely convey who the sender is and never change.

**Avoid salesy jargon.** Especially in promotional emails, keep the message clear and avoid using splashy promotional phrases, ALL CAPS or exclamation marks. Subject lines framed as questions often perform well.

## *Insights*

Women account for over 80% of all consumer purchases including everything from autos to health care. On the flip side, only 3% of creative directors for advertising agencies are women.



## Instagram an Almost *Insta-Success*

May is National Photography Month, and you can bet that smartphone users all over are celebrating with a little app called Instagram, Apple’s iPhone App of the Year in 2011.

Instagram is a photo-sharing social network that only exists on the Apple iPhone, with plans to roll out an Android version “very soon.” It allows people to take pictures, assign filters and then post them to a variety of social networks including Facebook and Twitter. In November 2011, the

company had already collected 13 million members in its 13 months of existence. By March 2012, it reached 27 million members.

What’s made this free little app so successful?

**Social integration.** Instagram has added seamless social integration to Facebook, Twitter, Flickr, FourSquare and Tumblr. You can even use Instagram to check in on Foursquare with a picture.

**It is its own network.** As well as being able to share your Instagram photo across a variety of social networks, you can also share it on Instagram itself. In fact, you can build an entire network around your Instagram photos.

**Simplicity.** The camera itself may not have a lot of bells and whistles, but the app makes photography a breeze. Snapping a pic, stylizing it and posting it are as easy as one, two, three.

**Photo enhancement.** Instagram lets you enhance your photos with up to 11 different possible effects, which means you can make simple pictures look quirky, retro, artistic—whatever you’re in the mood for.

**Third-party applications.** Carousel is an Instagram Mac app for your desktop. Momento is a personal social media diary app for iPhone users that automatically imports your photos. And there are hundreds of other third-party apps that work with Instagram to make it even more popular.



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## First *Impressions*

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