

Last Minute Shopping

Customer Relationship Management



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Mike Watkins is a 35 year veteran of the broadcast industry with diverse experience as a Program Director, Assistant PD, and Sales Marketing Executive. After graduating from Ithaca College, Mike launched a career that includes stints at legendary stations KDKA Pittsburgh, WGCI Chicago, and WSB Atlanta, where he currently serves as a Marketing Consultant for Cox Media Group. Mike's passion in business is helping decision-makers take a strategic approach to their marketing and better understanding consumer behavior. Mike is a skilled facilitator of Brainstorming and Marketing Strategy sessions. When not strategizing, Mike's passions include his wife and 2 sons, the marriage ministry at his church, and the Pittsburgh Steelers. **on Friday**

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Uh-Oh! I have only 120 shopping days until irrelevancy! So far this year, I bought a new car for myself and a used car for my son. Still remaining on the list: SUV for my wife, a few suits for me (luckily someone has a buy one get 3 or 4 free deal), and new TVs for the den and our bedroom. Why the shopping spree you ask? In just 120 days I turn 55, and immediately become irrelevant to many advertisers much more intelligent than me. Oh sure, they love me now that I'm within that magical 25 – 54 age demographic. But now that I'm about to turn 55, they could care less about me. 120 days to use the internet (I'm going to miss it), and search for those advertisers who were wooing me during those important years when I was 25-34 and didn't have two nickels to rub together. Hope their advertising investments paid off and they're still in business. The good news for all of these advertisers who will no longer want my business is that they won't waste any of their marketing dollars on me. You see, in just 120 days I will achieve the trifecta of advertiser no-no's: 55+, African American, and often listen to "controversial" talk show programming!

Imagine that, the one year when I anticipate the highest earning potential of my life, and the only companies who want my business sell Viagra, death insurance, and "Active Adult" home communities. Of course, I won't be able to furnish the house because the furniture companies stopped advertising to me after I was 49.

Alas... the good news is that all of the discretionary income I anticipate amassing from advertisers who no longer want my business will be well-spent. You see, my son will be firmly entrenched in the 18 – 34 demographic for some time now. Lord knows he can't afford any of the retailers who are fighting so desperately for his business. Relevancy once again! I hope they don't realize some old black guy who listens to talk radio is funding his spending. They may not let him buy either!

(On a serious note: advertisers, please realize that age demographics don't buy goods and services, people do. Find out who really does buy your products and learn how to speak to them. Consumer behavior usually crosses, age, racial, and political lines.)

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