

The New Demographic

As much as possible, Nehemiah Communications encourages organizations to consider “the new demographic.” Traditionally most marketing has been geared around targeting people based on their age, race, gender, industry, and professional or economic standing. While these are still important, there is a new demographic that overrides the other considerations.

To understand the new demographic, answer the following two questions.

QUESTION 1: Who do people think about the most? If people are honest, almost all would have to say they think the most about themselves. They would confess that they think about themselves not just every month or week, but daily or even hourly! Even when helping others, there is a tendency to think about oneself.

Even people, who spend a great deal of time with their families, church and/or community commitments, spend a lot of time thinking about themselves: what they will eat, what they will wear, where they are going and what they need to do. It is human nature to be inwardly focused.

QUESTION 2: What do Outlook calendars, GPSs, alarm clocks and BlackBerrys® have in common? They are all forms of technology designed to help people use their time more efficiently. People have to pay for these items and invest time in them before these instruments can help them better manage their time. But why do people make these investments merely to save a few minutes a day?

Because rich or poor, young or old, everyone feels the pressure to get more things done in the same 24-hour days. When these devices beep, ring or talk to us, we jump like trained mice to do what they tell us.

A study discussed in the book, *Tipping Point*, by Malcolm Gladwell further illustrates how the pressures of time drive people’s lives. The study found that seminary students would literally step over bodies of seemingly injured people when their instructor added the words, “You are late!” in giving them an assignment. People are spending money on technology that ultimately makes them more tunnel focused and keeps them from doing things they would normally like to do.

There are more issues related to the new demographic, but these are the major points.

Over the next decade, the new demographic will change the way marketing is done.

- » People’s work and personal lives are highly structured and so busy that by necessity they are inwardly focused.
- » Technology adds additional pressures that cause people to be tunnel focused on a handful of items.
- » People are heavily saturated with marketing messages (3,000+ per day).
- » People’s decision-making processes are getting increasingly diverse and complex, and information is obtained from a greater variety of sources.

If you cannot remember these four points, just remember this statement. PEOPLE ARE EXTREMELY BUSY AND AS A RESULT ARE EASILY DISTRACTED.

Traditional marketing says, “Blast out your message to the highest number of people for the lowest possible cost (This is traditionally known as ‘cost per thousands.’) and you will be successful.” The new demographic totally contradicts this traditional marketing approach. The new demographic says, “It is better to repetitively hit a smaller group that is inclined to use your product or service.” People’s attention will not be captured the first, second or even third time they hear the message. They will likely need to be hit 12 to 15 times before the message gets on their “radar.”

Over the next decade, the new demographic will change the way marketing is done. If you do not understand this, you may spend more and more on marketing but see little or no gain in results. Harness the power of the new demographic, and you will exceed your goals. Nehemiah Communications would like to help you do just that!

