



“Direct” Mail to the Boomers

We are coming into a period of time when our nations’ Baby Boomers are entering their 60’s. As children of the sixties, they are at the forefront of changing the perception of aging. For marketers that recognize and embrace this difference, this group represents a booming opportunity.

Here’s why:

- Baby Boomers are big spenders: They purchase 50% of all luxury vehicles & 80% of all travel.
- Unlike previous generations, BBs are more willing to try new brands.
- Also, unlike previous generations, BBs are busier than ever, working well past the age of 60, starting new ventures or even a second career.

Why would direct mail marketing work to Baby Boomers?

- Mail commands their attention
 - 95% go through their mail the same day.
 - 79% bring in their mail the day it is delivered.
 - 50% look forward to discovering what’s in their mail each day.
- While they spend more on the Internet, most are still more likely to read their mail
 - 56% in the BB age group have shopped from catalogs received in the mail in the last month.
 - Only 12% see themselves using only the Internet to purchase.
- Direct Mail gets BBs into stores
 - BBs place a high value on privacy and security, therefore, 59% still would rather purchase directly in-store.

If the Boomer generation is your target market, now is prime time to reach out and touch this mature segment of the population. They have disposable income, a willingness to try new things, and are wanting to reward themselves at this phase of their life.

Give BeYohnd Mail a call for lifestyle or demographic lists
and get your Boomer Project started today!