

CDMG Case Study: Marketing to the wealthy

Taking a mature product and supercharging response and profitability
Barry Kaye & Associates target audience are Accredited Investors.

For over 15 years, Barry Kaye & Associates were helping protect the assets of accredited investors who have assets of \$3 million and above.

While very successful, they needed help to be able to generate more quality leads and turn those leads into clients.

To tackle this project, I created a 12-point marketing plan to help improve their response and supercharge their growth.

The Marketing Challenge:

Barry Kaye had already saturated a niche market: The Accredited Investor. Response rates had stalled. Prospects “knew” what was being offered. The “low-hanging” fruit had been plucked.

The challenge was to re-ignite interest from a skeptical, hard-to-communicate, audience.

The Plan and Solution:

1. Accountable Advertising

We wanted to make sure that everything that was done marketing wise could be assigned a cost per lead and cost per sales. This way we could prove the success of any part of the progress.

2. Scientific Marketing

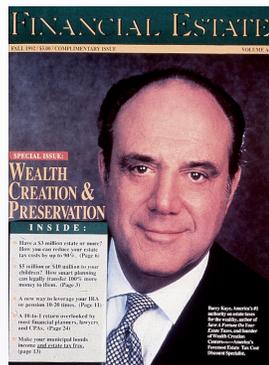
We also wanted to make sure that we could test various creative versions of our marketing materials and verify what the marketplace would respond best to.

3. Direct Response Copy & Art

Direct response copy & art are essential to increase response. General ad agencies, editorial and content writers cannot write quality direct response copy.

4. Advanced Direct Mail: Magalog

Barry Kaye has been using the traditional postcards. While cheap, the postcards produced a very low response.



A magalog is an infomercial in print written for a skeptical audience.

He would send the postcards out and hope the prospects would come to one of his seminars on asset protection for the accredited investors.

What CDMG proposed was to create a magalog that looked similar to Forbes magazine. This magalog had 16 pages, side bars and articles that would present a powerful presentation unlike any of its competition. Plus, enough room to tell his story in a complimentary and interesting way.

5. Direct Response Ads

My agency created ads that could be used for Forbes magazine and other publications. Full page ads that have an advertorial look to them—native advertising—which dramatically increased the response.

6. Direct Response TV

We ran 30 sec & 60 sec direct response television commercials on the financial TV stations.

7. Infomercial with a twist

We created a powerful infomercial for Barry Kaye. But unlike most infomercials, since this was for a targeted audience, we did a special campaign where we would only run the TV commercial on the cable channels in an affluent area where Barry Kaye would be running his seminar.

And we created a direct mail piece that would go to cable subscribers before and after the infomercial to drive them ultimately to the seminar, or to generate the lead.

This powerful integrated marketing approach more than tripled his leads and his conversion rate.



CDMG used a direct response copy script for the TV commercials and Infomercial.