



THE EVOLUTION OF TARGETING ABILITIES

Let's start from the beginning...

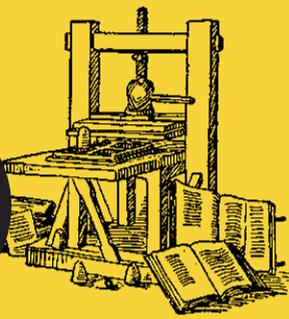
1,000BC DIRECT MAIL

The first widely acknowledged example of direct mail took place in 1,000 B.C. in Egypt. A landowner advertised on a piece of papyrus that he was offering a gold reward for the return of one of his slaves who had run away.



Direct Mail Targeting Abilities:
Local Area

Print Press Targeting Abilities:
Local Area



1440 PRINT PRESS

With not many people knowing how to read it wasn't until 1440, when the printing press was invented, that people's reading ability increased and this led to the birth of widespread direct mail advertising.

1609 NEWSPAPERS

The first newspaper that included an advertisement was in 1609, England was promoting migration opportunities to America. By the 19th-century newspaper advertising had gained popularity since the number of newspapers increased and became the main source of keeping up to date with current events going on. With the world moving towards digital, newspaper advertisements are still used but slowly fading out.



Newspaper Targeting Abilities:
Local Area

Door to Door Sales Targeting Abilities:
Localised area
Time of day
Instant Feedback



1800 DOOR TO DOOR SALES

It's said the first "door to door" salesmen we know of today started in the 1800s during the railroad and industrial revolution where the first "snake oil" salesmen arrived and would travel from town to town selling healing remedies for the battered and bruised workers. From then the Door to Door started to gain popularity during years post world war 2 thanks to the growing economy. Door-to-Door can be effective but has since slowly started to die off and was named one of the top 10 dying career paths in 2011.

1922 RADIO

1922 was the first time radio was used for advertisements and has steadily stood the test of time. The reach from radio is great but there is no form of easily tracking conversions or getting in front of the exact people you want to. Sure with surveys, they provide predictions and estimates of who the listeners are but it's not 100% correct



Radio Targeting Abilities:
Radio stations with certain demographics
Time
More Localised areas

TV Targeting Abilities:
More expensive time slots "Prime slots"
Channels with certain demographics



1941 TELEVISION

The first TV commercial was aired in 1941 and was seen by 4,000 people, but the 1980s was when it gained most of its popularity. This platform was generally used by the big players to get their business in front of people in the most eye-catching way possible.

1957 COLD CALLING/TELEMARKETING

The first telemarketing company was in 1957 by Dial America who to this day has the largest telemarketing company in the USA. By the 1980s telemarketing/cold calling started to gain popularity and turned out to be what we know today. Cold calling is slowly fading out of popularity within the industry.



Telemarketing Targeting abilities:
Localised area
Time of day
Instant Feedback

1994 DIGITAL MARKETING

THE EVER-GROWING INDUSTRY THAT HAS TRANSFORMED MILLIONS OF BUSINESSES.

Digital Marketing Targeting Abilities:

- Re-targeting/Cookies/Pixel
- Facebook targeting from 52,000 data points
- Ages
- Postcodes/Area
- Gender
- Income
- Job titles
- PPC, desired action for the business
- In market Targeting, check out shoppers
- Google analytics

When Digital Marketing was first introduced in 1994 with "Banner Ads" most people were reluctant to advertise using them. After all, the first computer wasn't taking seriously and a lot of people were skeptical about the future of the Digital Age.

It wasn't until 2006 when Facebook started to consider Ads that it really started to take off. Jump forward a decade and now looking how far we have come is pretty incredible. From computers only being used by the wealthy in the early days to 4.5 billion people as of April 2020.