

THE FINAL WORD - 'THE CYBER ^SCELL'

That the seemingly inexorable, irreversible transition from print media to electronic (or digital) has changed and continues to change the property advertising landscape is undeniable.

Less undeniable, certainly for our core market, is that the former is even close to 'effectively' being replaced by the latter. We are probably a good decade away from that.

This is so not because there are not enough sophisticated digital advertising options available out there (indeed there seems to be far too many, most promising far too much), but rather because of the subconscious comfort zone of that demographic with most of the money, the dreaded and much maligned (because of that same fiscal influence) 'Baby Boomer'.

Yes, almost to a man (or woman), the Baby Boomer still gains significant comfort from that age old habit of reading printed material, be that in the form of newspapers, magazines, or catalogues etc.

Your average Baby Boomer is not technically un-savvy, it is just that he or she is generally not as tech-savvy as the age groups above (mostly semi or fully retired with plenty of time on their hands to become technically more proficient so as to impress the grandkids) or those below (who can't help becoming very tech-savvy given they don't just spend nearly all their waking hours fiddling away on devices, they often even take them to bed).

This is where certain sectors of the market have got way ahead of themselves. So many new-age agents and agencies in trying to prove they are ahead of the game have become so pro digital marketing and digital marketing reliant that they are either no longer market competitive or not yet market competitive (or even a bit of both).

In having painted themselves into a techno-corner, these cyber or techno-agents spend their days coming up with more elaborate ways to try and get the recalcitrant, change averse Baby Boomers to convert, to see 21st century sense and fully embrace the digital age.

What they forget, is that the Baby Boomer is not easily lead, which they are not because they don't have to. Most people only change if they see a need and given how financially successful the Baby Boomer has been doing things their way (and so recently), they are more change unready than any other age group. Their way of thinking and doing things has worked for them to get them to where they are and entreaties from less successful age groups to get them to change to their way is largely falling on deaf ears.

Perception is so often reality and while so ever Baby Boomers continue to rule the financial roost, they will also dictate what works most effectively in real estate advertising. At the moment that is a mix of digital and print media, with the weight of the mix more in favour of the print medium alternative the further upmarket you go.

— John Johnston