

Affluent Marketing—Some Ideas

Peer Pressure is a Strong Motivator.

Nobody wants to be the guy in the locker room at the prestigious country club who doesn't know about private jet charter or fractional ownership. The private jet card company Marquis Jets has grown their business on the premise of joining Net Jets at a fraction of the cost. Join the club for less money and less risk. It works. Everybody wants to be part of the 'club'.

The More Scarce Your product, or Service, the More the Affluent Want It.

Ferrari has done this for years. They make 500 cars every year. It doesn't matter how much money you have, you go on a list. The waiting list is typically 2-3 years long. Same goes for private jets. If you put down a deposit, you get a position, basically a place in line.

Wealthy people want the things that money *can't* buy—experiences, for example.

Experiences are what people brag about to their friends. Golfing with Tiger (yes, people still want to golf with Tiger) driving around the track with a Nascar superstar at the wheel, doing a wine tasting at Opus One. You get the picture.

Affluent people love a deal

Works time and again. The 'Special Offer'. Make sure you have a deadline for this, or you'll be giving away free stuff for years. Use this to drive business at the end of a quarter, month, year, etc. HINT: Make sure the compelling offer is something the prospect actually wants. Too often, these offers are what the business decides it wants to give away. Don't know the best offer to put out there? Ask your current clients.

Millionaires aren't just a 'herd of people with big bank balances'.

They're not just richer — they're also people who give back through philanthropy. From the 2010 Merrill Lynch/Capgemini Wealth report: "While most HNWI and Ultra-HNWI give primarily for altruistic reasons, feelings of social responsibility, social networking, and tax benefits are all reasons for philanthropic giving. Whatever the motivation, philanthropic choices are often inextricably linked to broader financial-planning initiatives, including tax strategies. As a result, the demand for philanthropic-related services offered by wealth management firms is also on the rise.