

More Marketing Babble

I don't mean to nag. Really I don't. Seems every month I sit down to write my article and I have this overwhelming urge to discuss and re-discuss marketing fundamentals. I know I can be a tad too persistent. What can I say? Marketing is the lifeblood of your company and yet I get the sense you minimize its importance. I keep thinking maybe if I nag, you'll surrender and pay more attention to your marketing.

Tudog focuses on marketing because it is the core purpose of your company. Business logic dictates that your company exists to generate a profit, and to this end its two primary functions are marketing and innovation. You need the innovation to remain relevant and functional to your market. You need the marketing to create the interest, relationships, message, channels and environment so that sales can occur. All other functions, as important as they are, are completely irrelevant if your marketing and innovation processes are not as good as they can be.

You may be thinking, as some have said to us, that as a business advisory firm primarily focused on marketing Tudog has a predisposition (and self interest) to promote the importance of marketing within the array of corporate functions. This is reverse logic. Fact is Tudog focuses on marketing because it is so central to the results we strive to deliver to the client.

So, now that I've explained why I'm a nag, allow me a little more of your time to review the fundamentals to a great marketing effort. The six points I am going to make are not the exhaustive end-all of marketing thought, but they are the ones you should keep in mind and keep consistent as you creative, develop, implement, measure and adjust your campaign.

1. Integrate

If real estate is location, location, location, then marketing is integration, integration, integration. You need to make sure that all the tactics you are employing are working cohesively to support the strategies you have devised. Working cohesively means that they are themed, timed and implemented in relation to one another.

2. Exchange

The aspects of your marketing should not only work well together, they should, whenever possible, support one another. By this I mean that there should be a degree of exchange between them, such as featuring advertisements for the company in your brochure, or featuring your website in your newsletter.

3. Innovate

You need to make sure your presence in the market is creative enough as to draw attention to you and maintain your audience's interest. There are standard tactics that are being used in the same ways by every company, only to have everyone wonder why the results are, at best, mediocre. Then suddenly a company breaks out of the box with a creative take on the core tactic and runs away with the market. You need to be the company with the creative take. You need to innovate the tactics.

4. Multi-Task

Companies often try to focus their marketing campaign by engage in one tactic at a time. The marketing professionals in the organization prefer this approach because it is easy to measure, and to them marketing has become a science of statistics and not an art of creativity. You need to escape the linear approach and make sure you are engaging in a multiple of tactics simultaneously. This will serve to cast a broader net, expand your exposure (and subsequent consumer interest), and does not leave you reliant on one tactic that may or may not have the steam you need to keep your engine running at high speed.

5. Recognize

Sometimes we are so wrapped in the implementation of the plan that we aren't prepared to take advantage of the opportunities the plan generates if the results come in too fast. You need to build into your plan the means of recognizing opportunities as they arise, not when you start looking for them. You need to have the mechanisms and flexibility to recognize, respond and reap the opportunities even when you aren't yet expecting them to pop up.

6. Confess

Don't get so invested in a marketing program that you are unable to pull the plug if the tactic demonstrates that it is ineffective. Remember that marketing is a series of trials and errors and you need to have the support, courage, and confidence to cut the cord on a program that is failing to generate the results you require. The more creative you are the more mistakes you may make. That's okay. Because not being creative is a larger error. Tolerate the error in your trial and error. In the end you'll discover the diamond in the mine.

One more thing - there seems to be tremendous confusion over the difference between strategy and tactics, and it is compromising many companies as they seek to become more aggressive in their marketing. So, for the purpose of clarity, let's review once again this crucial distinction. Strategies are conceptual, vision oriented statements that pronounce the direction of the company, its markets, products and competitive posture. Tactics are the actions the company takes to reach the goals expressed in the strategy.

Go forth and be bold in your marketing brave readers. So much of what is out there is so horrible, your blunders, like my babble, can only serve to refresh the art of marketing.