

It's All About the Fundamentals

The current business environment has forced marketing professionals and business executives to revisit business basics and go back to the fundamentals. For years now companies have been focusing their marketing energies toward creating demand and not maintaining customer loyalty. The result has been a constant flow of new product introductions – from brand extensions to so-called innovations.

The demand machine was fueled by new additions to our communications channels, such as cable television and the Internet. With so many ways to reach potential clients, and advances in targeting, the marketing professionals – driven by executives that demanded constant sales increases – moved ever farther away from fundamentals. Rather, they embraced whatever would deliver great numbers for the most immediate quarterly results.

After experiments with revenue generating schemes and risking the alienation of core customer constituencies, many companies are finally starting to come back to the fundamentals. They are once again emphasizing service and quality and trying to compete on an even playing field.

This renewed interest in the fundamentals is refreshing. The abandonment caused severe damage to consumer confidence and all but eroded loyalty. By going back to the fundamentals companies will have the chance to re-engage customers and rebuild the relationships that they once recognized as their core business asset.

And this will be good for everyone....and it will be as it should be. They don't call them the fundamentals for nothing.