

# WHY MOST MARKETING STINKS!



## RULE NO. 1:

### MARKETING IS NOT ABOUT YOU; IT'S ABOUT YOUR CUSTOMERS

First of all, I am looking forward to meeting you at the STAFDA Convention and Trade Show in Phoenix this November. Just to get the old gray matter moving, I thought it would be interesting to give you some thoughts that you may want to consider about growing your business, the way you bring it to market and promote your products, goods and services.

#### WHAT THE HECK IS MARKETING ANYWAY?

Well, it probably means a whole bunch of things to a whole bunch of people, but the most important version is what it means to your customers. Did your marketing communications stimulate your customers to pay (and preferably a premium price) for what you are selling? Did it positively affect the amount of products they bought (and then returned and bought again)?

Which then begs the following question: Are you actually measuring what is and is not working for you as it relates to your marketing? Are the dollars you are spending delivering a rate of return that exceeds that amount? If it's not, then don't do it!

#### MARKETING IS NOT ABOUT YOU!

Marketing is not about you, your company, or, if you are well known enough, even about your brand. You might think it is, but the truth is that it's all about your customers. What your customers think is the **ONLY** thing that matters.



SIMS

For instance, you may have some terrific copywriting, some great visuals, some smart social media communications and some really slick online streaming. But that does not make great marketing. *Marketing is great when someone reacts positively to the message*, in whatever form it is delivered, and feels that they got real value for the money they paid.

#### WHEN AND WHERE

International marketing authority, Jack Sims, will reveal "Why Most Marketing Stinks!" and how you can create effective, customer-centric marketing on **Sunday, Nov. 8** from **1:00 - 2:30 p.m.** and again from **3:00 - 4:30 p.m.**

#### MARKETING IS NOT NOISE!

Many marketing industry experts will tell you that it's about getting a share of the "noise" that is going on in the specific category or arena in which your products, goods or services compete. It's not about noise, in fact it's the opposite — marketing is about listening — listening to what your customers want and expect from you and your

business. And when you speak to a potential customer, make sure that you do so in their language, **NOT** yours!

As an example, I just mentioned "noise" in the market, and the chances are you would have never used it when talking about the marketing environment, because it's a advertising/marketing "trade-speak" word. We all have "industry standards" and specific ways the trade speaks of things that happen in our world, and they can easily creep into our online and marketing communications. **DON'T DO IT!** Speak to your customers in a language that your customers understand, because at the end of the day, they only care about what they want, when they want it, and frankly, what they want to pay for it.

#### MARKETING HAS POSITIONING AT THE CORE

The biggest mistakes that most companies make in their marketing/branding, are frankly the easiest to fix. Do you know that a "Positioning Statement" is at the heart of every successful brand and business? Do you have one? The chances are that you do not, and the reality is that it should be the nucleus of every piece of communication

and message that is received by your target audience. If you want to know how to create a Positioning Statement, make sure you speak to me at the event. And if you can't wait, just e-mail me at [info@jacksims.com](mailto:info@jacksims.com)

#### MARKETING CONSISTENCY!

One of the biggest mistakes that I see in many companies' marketing programs is a complete lack of consistency of message in their marketing communications. Have you ever seen a FedEx truck that's dirty? Have you ever seen a FedEx truck that has the wrong shade of the color purple in the logo?

It costs **NOTHING** to fix, just be consistent in your marketing communications! I mean, FedEx had to paint the truck anyway, and it costs no more to get the color right!

If you have read this, I hope I have stimulated some thought about your marketing programs. The STAFDA Convention in November is going to be terrific and I cannot wait to see you there. And for those who did not read it, there are now a bunch of people who know more about marketing than you do! **cs**

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