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Source: [readandwrite.com](https://readwrite.com/marketing-difficulty/)

[GitHub Link](https://github.com/EvansMutwiri/my--internship.git)

**MARKETING IS GETTING MORE DIFFICULT. HERE’S WHY.**

Marketing is a practical necessity for any business. Marketing is the way to raise awareness and visibility of a brand and the only way to multiply your business audience.

Certain elements of marketing have remained the same, using the same script; providing information about a product to new people in fun, interesting, maybe funny ways. Other aspects are growing more complex and more difficult. But why so?

In some ways, marketing difficulty is about the amount of time, money, and effort you have to spend to accomplish something. As marketing becomes more difficult, it becomes more expensive and more time consuming. We can also evaluate marketing difficulty based on perceptions of newcomers; The steeper the marketing learning curve is, and the harder it is for new people to pick up on the most important concepts, the more difficult it can be described to be. We may also consider marketing difficulty as a byproduct of competition, making it harder to stand out in a crowded world.

One possible culprit for increased complexity is evolving customer needs, perceptions and preferences. Consumers need more of the story and not cheap, flashy, overexaggerated attempts to convince them. Effectively persuading and reaching customers in the modern world requires a more nuanced, organic approach.

One company that has adapted to the new changinging advertising needs; Tesla. The company has a zero budget on advertisement, but when their product drops, everyone knows about it.

Maybe everyone can not afford to spend nothing on advertisements but some strategies would come in handy such as **remaining adaptable, staying agile to avoid competition** and **strategy diversification.**