

Marketing

I don't know anything about marketing, so here you go.

Because this is exactly my point. Modern marketing seems to only try to make people associate a certain feeling with a brand. And that's the first mistake right there: Feelings. Feelings don't get people sustainably excited, they don't get people to talk about you or your product, and it does not give them a valid point to buy your specific product, so they will switch sooner than later.

Most people know as much about marketing as I do, so basically nothing at all. Which means, they don't understand what you are trying to do or say with your ad. Its just one more clip or flyer that will influence my decisions without me noticing. And if we would understand, we would see that you don't even have a point. One way or another, its not sustainable marketing, and therefor a waste of money and time.

Having a point on the other hand, makes people understand the brand/the product. It gives them a reason to support you, it gives them a personal association to your company and a more sustainable feeling of "Its probably a good product".

Not only that, but people who actually care now have the opportunity to reason and to compare you to your competition, which makes them talk about you - free advertisement right there.

Talent is important. Without it, your company will become obsolete in no time. If your advertisement actually brings your point across, people will notice you.

The product is the only selling point. Seriously. You do not have to pay people to make adds. Scrap it all together. If your product is not good, why should people buy it a second time - or at all? If its even good enough, why even pull slogans out of a had? Win on Sunday, sell on Monday. Reliable feature parity for \$1.50 less is better than any add money can buy.

Sustainability is worth it in the long term. Its literally in the name.

What did it get wrong?

Help me understand better.