

The Ultimate Marketing Strategy: Legendary Wisdom for the Social Media Age

Introduction

In today's "brain-rot" social media age of information overload and shortened attention spans, crafting an effective marketing plan requires both timeless fundamentals and cutting-edge tactics. Fortunately, the wisdom of marketing legends – from classic advertising icons like Leo Burnett, David Ogilvy, and Al Ries, to modern gurus like Gary Vaynerchuk (Gary Vee) and Seth Godin – offers a roadmap. Each of these experts developed unique philosophies on branding, strategy, and execution. This guide synthesizes their insights into a master plan for **B2C**, **B2B**, and personal (influencer) marketing, covering everything from strategic planning and messaging to creative content, channels, and feedback loops. By combining their principles, you can build a robust strategy that leverages **big ideas**, human-centered branding, relentless customer focus, and high-velocity content execution to maximize impact across **posters, blogs, infographics** – **all of it** in the modern era.

Insights from Marketing Legends

Before crafting the unified strategy, it's important to understand how each of these legends approaches marketing planning and strategy:

- **Leo Burnett – Human Connections and the “Big Idea”:** Leo Burnett believed in *humanizing* brands and creating campaigns with heart. His philosophy centered on *simplicity, humor, and humanity* – making the message simple and relatable, often using warmth or wit, and always focusing on real human needs ¹ ². Burnett's agency famously created brand characters (like Tony the Tiger and the Marlboro Man) to give products an *identity that connects emotionally* ³ ⁴. He insisted on highlighting the **product's true value** in an honest, believable way: “*The greatest thing to be achieved in advertising is believability, and nothing is more believable than the product itself*” ⁵. Burnett's approach to strategy starts with a deep understanding of the consumer as a person – what they *want, dream, and hope* – and then crafting a “**big idea**” that resonates with those human desires ⁶ ⁷. He urged marketers to *turn themselves into the customer* to truly grasp their perspective ⁸. In essence, Burnett would plan a campaign by asking: *What human truth or emotion can this brand tap into, and what big, simple idea will make the product unforgettable?* He also wasn't afraid of bold ideas; as he famously quipped, “*When you reach for the stars, you may not quite get one, but you won't come up with a handful of mud either*” ⁹ – encouraging creative risk-taking in pursuit of greatness.
- **Gary Vaynerchuk (Gary Vee) – Content Hustle and Value First:** Gary Vee's approach is forged in the era of social media and digital content. His strategic mantra can be summed up as “**jab, jab, jab, right hook,**” meaning you *give value, give value, give value – then ask* for the sale ¹⁰. In practice, this means a marketing plan should include *tons of free, high-quality content* (the jabs) that educate, entertain, or otherwise *engage the audience emotionally*, and only occasionally a direct promotional call-to-action (the right hook) to convert ¹¹ ¹⁰. Vaynerchuk's planning starts with identifying pillar

content and then executing a **high-volume content strategy**. He often creates a large piece of content (e.g. a video show, keynote, or podcast) and repurposes it into many smaller pieces (micro-content) tailored for each platform ¹² ¹³. This “reverse pyramid” model ensures the brand is **present everywhere** your audience lives – be it Instagram, YouTube, LinkedIn, TikTok, blogs, etc – with content native to each channel but all reinforcing the same message ¹⁴ ¹⁵. Gary Vee also emphasizes *speed and authenticity*: launch content quickly, respond to trends in real-time, and interact with your community (e.g. replying to comments, starting conversations). For Gary, **attention is the asset** – so strategy involves aggressively pursuing attention on emerging platforms and formats. He even suggests treating every piece of content as an experiment to see what resonates. Overall, Gary Vee’s strategy blueprint is extremely tactical: flood relevant channels with valuable content, build a loyal audience through goodwill, then leverage that goodwill for business outcomes. As he puts it, apply these principles to **B2C, B2B, or personal branding alike** – the key is providing consistent value to humans at the other end ¹⁵.

- **Seth Godin – Permission, Remarkability, and Tribes:** Seth Godin’s strategic philosophy is about *respecting the consumer and standing out from the crowd*. He popularized the concept of **Permission Marketing**, which means *earning* the audience’s attention by offering genuine value and getting their consent to continue the conversation – as opposed to bombarding people with unwanted ads ¹⁶ ¹⁷. In planning terms, Godin would start by defining **how you can truly help or delight your customer**. His approach often looks like: offer *something free and valuable* upfront (useful information, a free sample, a compelling story) to get the customer’s permission to engage ¹⁶; then *continue to deliver value consistently* (through informative content, helpful emails, etc.) to build trust ¹⁷; and finally, once trust is earned, present your product or service as a solution that *the customer already knows will improve their life* ¹⁸. Another core Godin idea is to be **remarkable** – literally “worth making a remark about.” In an over-cluttered world, Godin says “*Today, the one sure way to fail is to be boring. Your one chance for success is to be remarkable*” ¹⁹. He argues that *mediocre products with great advertising* no longer win; you need a **great product or story** that *people naturally want to share* (the “Purple Cow” concept) ²⁰. Seth Godin also champions building a *community or tribe* around your brand – a group of people who share a belief or passion that your brand leads. Rather than mass-marketing to everyone, he suggests **identifying a niche of loyal fans** and empowering them to spread the word. In summary, a Godin-style marketing plan focuses on *finding your specific audience* (“people like us”), *treating them with respect and generosity*, and *crafting a remarkable offering* that those true fans will evangelize to others. Metrics of success are not just immediate sales, but the growth of trust, permission (such as subscribers who *want* to hear from you), and word-of-mouth buzz.

- **Al Ries (with Jack Trout) – Positioning and Focus:** Al Ries is best known for introducing **Positioning** – the art of defining a unique space in the customer’s mind for your brand ²¹ ²². He would begin any marketing strategy by asking: *What differentiated value can we own in the marketplace?* The Ries approach is very strategic and *clarity-driven*. Key steps include: **Identify an unmet need or niche** that your offering can fill, or even create a new category where you can be the leader ²². Then, distill your brand’s value proposition to a **single concept or “word”** you want to own in consumers’ minds (for example, Volvo = “safety”) ²³ ²⁴. Ries famously said “*It’s better to be first in the mind than first in the marketplace*” ²² – emphasizing that the *perception* of your brand by customers is paramount. In planning, this means heavy focus on **branding, naming, and messaging** that consistently reinforce your chosen position. Al Ries also preaches *focus and consistency*: try to stand for one thing and hammer that home across all channels ²⁵ ²⁶. He warned against diluting brands

with too many extensions or mixed messages – a strong brand is built by *owning a specific niche deeply, not by being everything to everyone*. A Ries-style plan would prioritize a thorough competitive analysis and consumer research phase (to find that open position or point of difference), then craft a *simple, clear strategic statement* (the core promise or slogan) that guides all marketing efforts. Everything tactical flows from that positioning – ensuring *simplicity, authenticity, and differentiation* in execution ²⁵ ²⁷. In practice, this could mean forgoing certain audiences or channels that don't fit the core brand focus; as Ries would argue, *strong brands are built through disciplined focus and a consistent message* over time, which ultimately builds a lasting perception in the customer's mind.

- **David Ogilvy – Research, Big Ideas, and Selling with Style:** David Ogilvy, often called the “father of advertising,” approached marketing planning as a combination of *scientific research and bold creativity*. Ogilvy insisted on **thoroughly understanding the product and customer** before anything else. “Study the product,” he urged – *do your homework, learn what worked or failed in past campaigns, and uncover how consumers really think about your kind of product* ²⁸. This research-centric start ensured that strategy was based on facts and insights, not just guesswork (Ogilvy even said, “advertising people who ignore research are as dangerous as generals who ignore enemy signals”). From these insights, Ogilvy believed in formulating **one clear promise or proposition** – boiling down the strategy to *a single compelling promise to the consumer* ²⁹. He loathed vague or broad messaging; clarity was king, leading to “great ideas [that] come out of simple, poignant strategy” ²⁹. Next comes creativity: Ogilvy was a champion of the “**Big Idea**.” He said advertising without a big idea will pass like “a ship in the night”, unnoticed ⁷. In planning terms, once you have your single promise, you brainstorm a big creative concept to dramatize that promise in a memorable way. However, Ogilvy's creativity was always *in service of selling the product*: “A good advertisement is one which sells the product without drawing attention to itself,” he noted. He cautioned against advertising that is flashy but irrelevant. The **product should be the hero** of the campaign – with strong benefits and even facts presented in an interesting way (he famously wrote long, factual copy when it worked, believing “the more you tell, the more you sell”). Ogilvy also emphasized not to bore the audience: “You cannot bore people into buying your product, you can only interest them in buying it” ³⁰. So execution should be engaging – whether through storytelling, fascinating facts, or great visuals – while still carrying a persuasive message. Finally, Ogilvy was a big proponent of **testing and feedback**. He advocated constant measurement of results and iterating accordingly, claiming “Never stop testing, and your advertising will never stop improving” ³¹. An Ogilvy-inspired plan, therefore, is rooted in research, built on a single strong promise, executed with a standout creative idea that highlights the product, and continually refined through data and feedback.

Each of these legends brings something unique: Burnett's human-touch and big ideas; Gary Vee's content-driven hustle; Godin's permission-based, remarkable marketing; Ries's focus on positioning; and Ogilvy's research-backed creative execution. Now, let's integrate these philosophies into a cohesive plan.

Strategic Planning: Purpose, Positioning and Customer Insight

Great marketing starts with a **strategic foundation**. In this phase, we combine the focus on purpose and audience from Burnett and Godin, the positioning rigor of Ries, and the research emphasis of Ogilvy:

- **Define Purpose and Human Value:** Begin by asking the fundamental Burnett question: *What does the brand stand for, and what does it give to people?* In Leo Burnett's **HumanKind** philosophy, a brand must have a meaningful purpose to avoid being “misunderstood” or ignored ³². Clearly articulate

how your product or service improves people's lives or solves a real problem. Seth Godin would frame this as identifying the change you seek to make for your customers – how will you *make them better off*? In modern terms, this is sometimes called a **brand purpose** or mission. For example, if you're a B2C fitness app, your purpose might be “to help busy professionals achieve health with 10-minute daily workouts” – a statement centered on people's needs. A strong purpose not only guides messaging but also inspires customers to rally around your brand (as a *tribe* who share that belief).

- **Conduct Research and Customer Insight Mining:** Next, channel your inner Ogilvy and *study your customer and product deeply*. Use surveys, interviews, market research reports, and social listening. **Identify your target audience's aspirations, desires, and pain points** ³³. What keeps your B2B buyer up at night? What excites a Gen Z consumer about brands? Look at past campaigns in your industry – what worked and what failed ³⁴. Gather **insights about the product**: what is genuinely superior or unique about it? As Burnett advised, “*interrogate the product until it confesses*” – find the inherent drama or differentiator in what you offer ³⁴. This research ensures your strategy is grounded in reality and reveals the most compelling benefit to highlight. For instance, you might discover that your B2B software saves accountants 5 hours a week on reporting – a powerful insight to build a message around.
- **Segmentation and Targeting (Find Your Tribe):** Rather than trying to market to everyone, use Godin's approach to identify your “**smallest viable audience**.” Who are the *exact people* that will love what you offer? It could be a niche segment under-served by current options. Al Ries would concur – focus on a segment where you can be *first or unique*. If you can't be the biggest player in an existing market, *carve out a new category*. For example, maybe your product is the first “energy drink for gamers” – you position it not against general energy drinks but as its own category leader for that tribe. Understanding the tribe mentality is key: Seth Godin notes that people seek connection and meaning; if your brand becomes the focal point for a community (be it mums who love crafting or CTOs who love cutting-edge AI), you gain a devoted following.
- **Positioning Statement:** Now synthesize the above into a concise **positioning statement or single promise**. Al Ries and David Ogilvy both stress simplicity here: *What one thing do you want to stand for in the customer's mind?* Craft a statement like: “For [target audience], [Brand] is the [category/frame of reference] that [unique benefit].” Ensure *clarity and differentiation*. The positioning should capture the unique value you *own*. Trout and Ries emphasize that this message must be *easy-to-understand and consistently delivered* ²⁵. Ogilvy would say it's the “one big promise” your campaign will communicate ²⁹. For example: “**Acme Analytics – the analytics software** built for financial teams, **delivering** instant insights with one click.” This states the target (financial teams), the category (analytics software) and the unique benefit (instant insights, one click). With a strong positioning, you have a North Star for all creative and content decisions. Make sure it passes the Burnett test of human relevance (does it speak to a real human need or desire?) and the Ries test of uniqueness (could any competitor say the same? If so, refine it).
- **Brand Persona and Voice:** As part of strategy, also consider your **brand's persona** – a bit of Burnett's human touch here. Is your brand a friendly mentor, a bold innovator, a witty provocateur? Leo Burnett created brand characters to give brands a personality; you should clarify the personality and tone that fits your audience and purpose. Seth Godin would suggest being authentic and story-driven – your brand voice should *tell a story people want to believe*. For instance, if your purpose is

helping small businesses, your brand voice might be supportive and educational. Having a defined persona and tone will guide messaging across channels for consistency.

By the end of the strategic planning phase, you should have a **clear understanding of your audience, a focused positioning, and a purposeful brand mission**. In essence, you have answered: *Who are we serving, what do we uniquely offer them, and why does it matter to them on a human level?* With this foundation, we can move to creative and tactical execution.

The Big Idea and Messaging

With strategy set, it's time to develop the **creative concept and core messaging** – the bridge between your positioning and the tangible campaigns. Here we blend Burnett and Ogilvy's emphasis on big ideas and clear promises, Godin's call for remarkability, and Ries's insistence on simplicity and consistency:

- **Develop a Big Idea:** Leo Burnett and David Ogilvy both insist that great campaigns hinge on a *Big Idea*. This is the central creative concept that dramatizes your core promise in a memorable way ⁷. A big idea could be a brilliant tagline, a mascot or character, a compelling visual theme, or an overarching story. For example, Burnett's Marlboro Man turned a cigarette into a symbol of rugged freedom; Ogilvy's famous Rolls-Royce ad used the headline about the clock ticking at 60 mph, highlighting engineering quietness. **Brainstorm ideas that make your unique selling point vivid and interesting.** Ogilvy's advice: *"If your advertising doesn't contain a big idea, it will pass like a ship in the night"* ⁷. So ask: *What will make people stop and take notice?* It could be an emotional hook, a surprising claim (backed by truth), or a creative metaphor. Ensure the big idea ties directly to the product benefit or brand purpose – remember, we want people to say **"That's a great product,"** not just "a great ad" ³⁵. Involving diverse creative minds can help here, but ground every brainstorm in the strategic insight (so the creativity never loses the plot of what you're trying to communicate).
- **Craft a Clear Core Message:** From the positioning statement, craft the **key message or slogan** that will be communicated. This should be *short, simple, and sticky*. Al Ries would focus on owning a word or phrase – e.g. **"Just Do It"**, **"Open Happiness"**, or a descriptive tagline like **"The ultimate driving machine"** – phrases that over time become synonymous with the brand's promise. Ogilvy's principle of a single promise comes into play: *boil it down to a clear value proposition* ²⁹. This core message will appear in your main marketing materials (homepage, tagline, campaign headline) and needs to resonate instantly. Seth Godin might suggest framing it as part of a story – e.g., *"Join the movement for [benefit]"* or *"Experience [unique benefit] like never before."* The message should speak to the *aspiration or pain point* of the target. **Test it:** is it easy to understand and remember? Does it differentiate? Does it provoke interest or emotion? For example, if you identified your unique value as speed, a core message might be "Insights at the speed of thought." Make sure it's something the audience will care about (tying back to their needs).
- **Ensure Remarkability and Emotional Pull:** Seth Godin's advice to be *remarkable, not boring* is critical at this stage. Look at your big idea and messaging – would it make your target audience *say something about it to a friend?* If it's too bland or similar to competitors, iterate. Godin reminds us that in a saturated media environment, *"the one sure way to fail is to be boring"* ¹⁹. So spice up the message with an element of the unexpected or the ultra-relevant. It could be through humor, drama, or a bold claim (as long as it's truthful). Leo Burnett often used humor and warmth to connect – consider if a lighthearted touch would engage your audience (for B2C, often yes; for B2B, maybe a

clever insight or analogy works). The message should also trigger **emotion**. Burnett believed *the greatest human need is recognition* ¹ – in other words, people want to feel seen and understood. Does your messaging show the customer you “get” them? For instance, a B2B SaaS might use a message acknowledging a pain (“Tired of spending late nights on reporting? Automate it with X.”) which resonates emotionally (frustration relief). Aim for the *emotional benefit* behind the product benefit (e.g., not just time saved, but *peace of mind* or *more time with family*).

- **Maintain Simplicity and Authenticity:** No matter how creative the idea, it must remain *simple and authentic*. All the legends agree on simplicity – *don’t over-complicate or clutter the message*. Leo Burnett famously said “*Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read.*” ³⁶. That’s a great checklist for messaging and ad copy. Use straightforward language (avoid jargon or too many adjectives, per Ogilvy’s style of factual elegance). Also, be **authentic** – modern audiences, especially on social media, have strong BS detectors. If your brand has a certain tone or your founders have a genuine backstory, weave that in. Gary Vaynerchuk emphasizes authenticity in content; for messaging this means *speak in a voice that’s true to your brand and resonates with the way your audience speaks*. If you promise something, deliver it – honesty builds trust, another Godin principle (permission marketing fails if trust is broken). So if your big claim is “no fees, ever,” ensure you truly have no hidden fees, etc. Authenticity and consistency in message across all channels will make your brand believable and credible.

At the end of this creative planning, you should have a **big campaign idea** (or theme), and a set of **core messages** (tagline, key copy points) that encapsulate your strategy in an engaging way. This forms the creative blueprint for content creation. Now it’s time to execute across channels.

Multi-Channel Tactical Execution

An outstanding strategy and message mean little if they aren’t executed effectively. This section lays out how to deploy the plan across **channels and content formats** (from social media to posters to blogs), drawing on Gary Vee’s content model, Godin’s permission tactics, and Ogilvy/Burnett’s dedication to quality creative. The goal is to reach your audience wherever they are with content that reinforces the strategy and engages them. We’ll also address nuances for **B2B vs. B2C and influencer/personal branding** as part of channel strategy:

- **Choose the Right Channels (Be Where Your Audience Is):** In the modern landscape, you have a plethora of channels – **social media platforms (Facebook, Instagram, TikTok, LinkedIn, Twitter/X, YouTube, etc.), blogs, email, podcasts, search ads, print, outdoor (posters, billboards), events, webinars** and more. Don’t be overwhelmed; instead, **prioritize based on where your target audience pays attention**. Gary Vaynerchuk advises brands to deploy content *natively on each platform* that matters, and he stresses the huge opportunity in social media: “*Social media marketing has made B2B advertising so much easier...you can target that exact person through Facebook, Instagram, or LinkedIn*” in a way traditional media couldn’t ³⁷. For B2C consumer brands, visual and high-engagement channels like Instagram, TikTok, YouTube, and influencer collaborations might be top priority. For B2B, LinkedIn, industry blogs, webinars, and targeted Facebook or Google ads to specific roles can be very effective (since, as Gary notes, you often *know exactly who the B2B decision-makers are* and can reach out to them with precision ³⁷). Email marketing is valuable in both cases as a permission-based channel to nurture leads (Seth Godin’s permission marketing lives strongly in email newsletters or drip campaigns that educate). **Personal branding and influencers:** If you are

building a person's brand (e.g. a founder or an influencer), platforms like Twitter, LinkedIn, Instagram and TikTok (depending on the persona) are essentially your channels for content and networking; plus blogs/podcasts for thought leadership. The key is to focus efforts on the channels that align with your audience demographics and content type – e.g., if you have a very visual product (fashion, food), Instagram/Pinterest are important; if your audience is Gen Z, TikTok and YouTube are non-negotiable; if you're targeting CTOs, LinkedIn and tech podcasts/events might be prime. **Prioritize 3-5 core channels** to start, where you can maintain a strong presence, rather than spreading too thin across ten.

- **Content Planning and Calendar:** Take inspiration from Gary Vee's *pillar content* strategy. Create one or a few **pillar content pieces** that carry your big idea and message – for example, a flagship **video** (like a brand story or ad), a hero **blog post or whitepaper** (detailing an insight or case study), or a **podcast/webinar** series. Then **repurpose and slice that content into many formats** for each channel ¹² ¹³. For instance, from a 10-minute flagship video, you might cut shorter 30-second clips for Instagram Reels or TikTok, extract quotes or stats to turn into an infographic for LinkedIn, expand the transcript into a series of blog posts, and so on. The idea is to maintain a *consistent message* but tailor the *format and context* to each platform. Gary Vee literally does this daily – a long vlog becomes dozens of micro-content pieces ³⁸ ¹³. Plan an **editorial/content calendar** that schedules a steady cadence of content on each channel (e.g., posting to Twitter daily, to the blog weekly, a big video monthly, etc., depending on resources and audience appetite). Ensure that **both evergreen content and timely content** (reacting to trends, news, or community discussions) are in the mix. Burnett's principle of human-centric content can guide you – even when scheduling, leave room for *real human moments* (e.g., behind-the-scenes posts, team spotlights, user-generated content) to show authenticity and build connections.
- **Creative Consistency across Formats:** As you produce content for various mediums – whether a glossy print poster, a fun GIF for social, a detailed infographic, or a blog article – keep the **core idea and visual identity consistent**. Al Ries stressed consistency as *"relentless consistency is the trust-builder of brands"* ²⁷. This means your logo, colors, and style should be recognizable across formats; more importantly, the *tone and message should feel unified*. If your positioning is about being the "expert guide", then a blog post might be an in-depth how-to guide, your social posts might share quick tips, and an infographic might visualize a roadmap – all different executions, but all reinforcing that you're the trusted expert helping the customer. Develop **brand guidelines** for messaging and design and use them for all content. David Ogilvy's advice to *make the product the hero* is useful: in each piece of content, ensure the value of the product/service shines through (either overtly or subtly). For example, a B2C poster ad might directly show the product solving a problem with a catchy tagline, whereas a B2B blog might not mention the product until a call-to-action at the end – but both should consistently highlight the core benefit (solving that problem for the customer). If using influencers or employee advocates to create content, onboard them with your key messages so they amplify the same story in their own voice.
- **Engagement and Community Building:** Posting content is only half of execution – *active engagement* is the other half, championed especially by Gary Vee. He proposes tactics like the **\$1.80 strategy** (leave your "two cents" on 90 posts a day in your niche) – essentially meaning *actively comment, respond, and converse* with your community to build relationships. In practical terms, assign time daily or weekly to respond to comments on your posts, answer DMs or emails from customers, and participate in discussions (like relevant industry Twitter chats, Reddit threads, or

LinkedIn groups depending on where your tribe gathers). Seth Godin's concept of a tribe suggests you might even *create a community space* – e.g., a Facebook Group, Discord server, or user forum for your brand where like-minded customers can interact (with you facilitating). Hosting *live sessions* (Instagram Lives, webinars, Clubhouse chats, etc.) where you address your audience directly can deepen connections. This community focus turns your marketing from a one-way broadcast into a two-way dialogue. It provides incredible **feedback (qualitative)** as well – you'll hear their language, their objections, their praises, which can inform future strategy. For B2B, community building might mean a LinkedIn group for professionals or a monthly roundtable webinar. For personal brands, it could be engaging daily with followers' comments and maybe doing Q&A videos. The key: **treat your audience as partners in the brand's story**, not just passive consumers. This drives loyalty and word-of-mouth – an engaged fan is likely to become a brand advocate (the dream of Godin's permission marketing and tribes).

- **Influencer and Personal Branding Tactics:** The question specifically mentions *“people and how to brand them influencers,”* which suggests incorporating influencer marketing or building individuals as brands. Tactically, this can mean two things: leveraging *external influencers* and building *internal or individual brands*. **External Influencer Marketing:** Identify influencers who align with your brand's niche and values (they essentially have their own “tribe” of followers that overlaps with your target). Approach them for collaborations – this could be sponsored content, product reviews, takeovers, or partnerships. Make sure any influencer content still carries your core message or story authentically; give them creative freedom but with brand guidance. Influencer content can amplify your reach quickly in B2C (e.g., a travel brand working with popular travel vloggers) and is even emerging in B2B (e.g., tech companies partnering with industry thought leaders on LinkedIn or YouTube). **Personal/Employee Branding:** Concurrently, consider the people *within* your brand who can be faces or voices. Gary Vaynerchuk himself is an example – his personal brand massively lifts his businesses. Encourage and train your leadership (or enthusiastic employees) to share content on their personal profiles, becoming **brand ambassadors**. For example, a CEO might post LinkedIn articles about industry insights (subtly reinforcing the company's expertise), or a designer at a fashion company might run a TikTok showcasing new designs. This humanizes the brand and extends reach. If YOU are the brand (solo entrepreneur, artist, etc.), then focus heavily on consistency between your personal story and your marketing – let audiences get to know the person behind the product, as authenticity is a huge advantage for influencers. **Branding people as influencers** essentially means highlighting the *unique personality, expertise, and story* of that person in content, and growing their following through valuable posts (which ties back to the Gary Vee strategy of relentless content output, and Seth Godin's idea of sharing useful knowledge freely to gain trust).

- **Content Mix – Educate, Entertain, Inspire, Convince:** For each channel, plan a mix of content types aligned with the **EPIQ model** (Educate, Promote, Inspire, and Entertain) – an unofficial acronym capturing the variety needed:

- **Educational Content:** Blogs, whitepapers, how-to videos, webinars – builds authority and trust (great for B2B and thought leadership; aligns with Godin's give freebies to gain permission ¹⁶).
- **Inspirational Content:** Success stories, community spotlights, mission-driven posts that rally emotion (builds an emotional bond; fits Burnett's humanity focus and Godin's tribe mentality).
- **Entertaining Content:** Light-hearted social media posts, humorous ads, memes, behind-the-scenes fun – increases engagement and shareability (Burnett valued humor to break barriers ³⁹ ; Gary Vee often uses pop culture references).

- **Promotional (Convincing) Content:** This is the direct ask – product demos, discount announcements, case studies with CTAs, etc. According to Gary Vee’s jab-right hook, these should be *occasional* compared to value content ¹⁰ ⁴⁰ . After giving so much value, you’ve earned the right to a “right hook” – make it count with clear CTAs and a strong offer.

Striking the right balance is crucial. Gary Vee might say *at least 3:1 or 4:1 ratio* of value posts (jabs) to sales posts (hooks) ¹⁰ . In execution, maybe your weekly schedule has 4 informative or entertaining pieces for every 1 promotional piece. This keeps the audience engaged without feeling spammed. Over time, analyze what type of content your audience responds to most (e.g., maybe they love tutorials but ignore memes, or vice versa) and adjust the mix accordingly.

- **Example – Execution in Action:** To illustrate, imagine launching this plan for a hypothetical brand: a new plant-based protein shake targeting young adults (B2C) and fitness coaches (B2B) alike:
- **Strategic Big Idea:** “Fuel Your Power – Naturally” – positioning the shake as the key to unlocking natural energy.
- **Core Message:** “Power up with plant protein. No junk, just results.” (Simple, benefit-focused).
- **Channels:** Instagram & TikTok (young consumers), YouTube (recipe videos), a blog (nutrition guides for fitness coaches), email newsletter (weekly tips/workouts), and partnerships with a couple of fitness influencers on Instagram.
- **Content:** Pillar content might be a 3-minute inspirational video of people transforming their routines with the shake (emotional storytelling). From that, cut 15-second teaser clips for TikTok. Create infographics from the video’s stats (e.g., protein vs energy levels) for Instagram and LinkedIn. Blog posts expand on the science of plant protein vs whey (educational for B2B coaches). An influencer hosts an IG Live workout session sponsored by the shake (engaging event). Daily IG/TikTok posts alternate between healthy recipe ideas (using the shake), motivational quotes or mini customer stories (inspirational), humorous gym memes (entertaining), and occasional promo code announcements or product showcases (promotional). All pieces carry the vibe “Fuel Your Power” either visually or in copy. The brand team responds to comments, reposts user-generated content (e.g., fans sharing their workout shake ritual), and asks for feedback (polls: “What flavor should we launch next?” to involve the community).
- **Outcome:** The audience sees consistent messaging that this shake = natural power. They receive value (recipes, tips, motivation) that aligns with their fitness goals, building goodwill. When a promotion or new product drops, they’re primed to act because they trust the brand and feel part of its story.

The execution phase is dynamic – it requires coordination and creativity, but also vigilance to maintain coherence with strategy. By saturating the right channels with tailored content, **you ensure your brand is omnipresent and reinforcing the same core idea in various enjoyable ways**. In the social media age, this kind of integrated, platform-specific execution is how you break through the noise.

Feedback Loops and Iteration

No plan is complete without mechanisms to learn and improve. The legends all implicitly or explicitly advocate a cycle of **feedback and optimization** – from Ogilvy’s formal testing to Gary Vee’s real-time social listening. Here’s how to build continuous improvement into your marketing strategy:

- **Measure What Matters:** Right from the start, establish key metrics and KPIs aligned to your goals. These could be **awareness metrics** (reach, impressions, follower growth), **engagement metrics**

(likes, shares, comments, click-through rates, time on site), **lead/sales metrics** (conversion rates, sign-ups, sales volume), and **brand health metrics** (sentiment, brand recall from surveys). For B2B, pipeline generated or number of qualified leads might be critical; for B2C, online sales or foot traffic might be; for personal brands, audience size and engagement might be key. Use analytics tools (Google Analytics, social platform insights, CRM data) to collect quantifiable feedback. Seth Godin might urge focusing on building *relationships and trust*, which are trickier to quantify – but you can use proxies like repeat purchase rate or email open rates from your permission list to gauge if people *want* to hear from you. Ensure you have a dashboard or regular report to monitor these metrics.

- **Listen to Customer Feedback Directly:** Beyond numbers, qualitative feedback is gold. Monitor comments, direct messages, customer support inquiries, and reviews. Gary Vaynerchuk often emphasizes reading comments to gauge the pulse of the audience – their questions can spark new content ideas, their praises show what to double down on, and their criticisms highlight areas to fix. If you launched an infographic series and see comments like “This is confusing,” that’s a sign to simplify your approach. If an influencer post gets feedback “I wish it showed how to use the product,” you learned that you need more demo content. Consider *formal feedback loops* too: surveys or polls (e.g., Twitter polls, email surveys) asking your audience what they enjoy or need. For B2B, nothing beats a periodic check-in call with key clients or prospects to ask how they perceive your marketing content and brand.
- **Test and Learn Culture:** David Ogilvy’s quote, “*Never stop testing, and your advertising will never stop improving,*” underscores a culture of experimentation ³¹. Implement **A/B tests** where possible – different headlines on ads, different email subject lines, varying images or CTAs – to systematically learn what performs better. On social media, you might test posting at different times or using different video lengths to see what gets more engagement. On your website, test landing page versions for highest conversion. Each experiment should be small and measurable. Embrace failures as learning: if one campaign variation flops, it still teaches you what the audience *doesn’t* respond to. Seth Godin’s approach to permission marketing also suggests a sort of funnel testing – e.g., if people aren’t moving from strangers to subscribers as expected, maybe the initial free offer isn’t attractive enough; adjust it and measure again ¹⁶ ¹⁷.
- **Iterate Based on Data:** Establish a regular cadence (say monthly or quarterly) to review your metrics and feedback, and then **refine the strategy or tactics**. Perhaps your data shows one particular channel is underperforming – reevaluate if your audience is truly there or if the content needs adapting. Perhaps one message angle consistently outperforms others – amplify that across more materials. Gary Vee treats content like a stock trader treats stocks – doubling down on winners, cutting losses on underperformers quickly (he calls this “day trading attention”). For instance, if TikTok videos about behind-the-scenes at your company go viral while polished ads fall flat, it tells you authenticity and human stories win – so do more of that. On a strategic level, if feedback indicates a shift in what customers care about, you may need to **evolve your positioning**. Jack Trout (Ries’s partner) noted that positioning isn’t static; brands must keep an eye on whether their differentiation remains relevant as markets change ⁴¹ ⁴². Always circle back: does our brand still occupy the right space in the customer’s mind, or do we need a tweak (a new feature, a messaging update, etc.) to stay on track?

- **Feedback in Content Itself:** A clever tactic is to incorporate feedback loops *within* your content strategy. For example, use Instagram Stories' question sticker to ask "What content do you want to see next?" – then deliver it. Or run beta trials of a new e-book or video with a small segment of your audience and solicit their input before a wider launch. This not only improves the content but also makes your community feel heard and involved (boosting loyalty). Another Gary Vee-esque move: if you notice one user frequently engages, maybe feature them (with permission) in content – like a testimonial story or a shout-out. That creates a virtuous loop of engagement.
- **Continuous Learning and Adapting:** The marketing world and social media trends move fast. Build time into your plan for **staying informed** – reading industry news, following thought leaders (all the legends we discussed continued learning in their times). Encourage your team to bring new platform opportunities to the table (maybe the next TikTok appears, you'll want to evaluate it quickly). But also filter new fads through your strategic lens – chase something new only if it aligns with reaching your audience or telling your story effectively. Seth Godin might warn against shiny object syndrome if it dilutes your focus, whereas Gary Vee would push to experiment early on new platforms. The balanced approach: *smartly experiment, and if the data shows promise, incorporate it.*

In summary, treat your marketing plan as a **living, breathing process**. Plan → execute → measure → learn → adjust → plan (and so on). By closing the loop with data and feedback, you ensure your strategy not only *launches well* but also *stays effective and relevant*. The legends' lesson here: *the best marketers are not those who rigidly stick to a plan, but those who evolve the plan intelligently based on what they observe*. When you respond to feedback – whether it's adjusting your message, improving your product, or even changing your content mix – you show customers you're listening, which further deepens their trust.

Conclusion

Marketing in the modern era can indeed feel like navigating a chaotic "brainrot" landscape of endless content and fickle trends. Yet, by grounding ourselves in the **timeless wisdom** of marketing legends and adapting those principles to today's channels, we can create strategies that cut through the noise. **Leo Burnett** reminds us to keep it human, simple, and big-hearted; **Gary Vaynerchuk** drives us to hustle on content while always giving value first; **Seth Godin** urges us to earn trust, be remarkable, and build communities; **Al Ries** focuses us on owning a singular position in the mind; and **David Ogilvy** demands that we back our creativity with data, big ideas, and a salesmanship that respects the customer's intelligence.

By synthesizing these approaches, the *master plan* we've outlined covers every facet – from high-level brand purpose down to day-to-day social media tactics, for B2C consumers, B2B clients, and even individual personal brands. The common thread is a **customer-centric mindset**: truly understand your audience and speak to them with a message that matters, through channels they frequent, in a voice they trust. Combine that with relentless execution and continuous improvement loops, and you have a formula for marketing success that is both classic in strategy and modern in technique.

In practice, this means your marketing plan is not a static document, but a living strategy infused with the spirit of the greats: creative like Burnett, prolific like Gary Vee, empathetic like Godin, focused like Ries, and evidence-driven like Ogilvy. In an age where consumers are bombarded with thousands of messages, this integrated approach will help your brand *stand out and connect*. After all, as Seth Godin would say, the goal is not simply to sell stuff, but to make meaningful change – to create products, services, and

communications that people **actually care about** and **willingly engage with**. Achieve that, and the “maximum benefit” – in brand loyalty, social buzz, and yes, business results – will naturally follow.

Finally, remember that great marketing is a journey of continuous learning. So deploy your plan, watch how real people respond, and refine your strategy like all the legends would. In doing so, you’re not just following their footsteps – you’re combining their teachings to forge your own marketing legacy.

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