

Marketing Mindfulness & the Power of its Origins

It is imperative to understand and connect with the most holistic parts of marketing to become a successful marketer. The origin and evolution of marketing started with face to face contacts. Even though there are great marketing technologies and enablers available today, no-one should forget the importance and relevance of its origins. We all know there are no crystal balls or magic wands in marketing and therefore no guarantees; but we also know that the fundamentals of marketing need to be present in order to achieve success.

The most powerful question that a marketer can ask themselves to connect with the fundamentals of marketing is, “how would I sell it face to face?” Let’s not forget that these fundamentals have not changed, what has changed are the markets and enablers. These new technologies are very powerful as they help us increase our productivity and efficiency, most importantly allowing us to work with much bigger markets and challenges. At the same time they can lead us to failure if we ignore the fundamentals of proper marketing. That is why the question, “would I do it face to face?” or, “how would I sell it face to face?” is so important.

Opportunities and challenges become even bigger as these technologies allow us to transition from generic marketing to personalised marketing (personalised marketing requires higher sensitivity, more focus and work). The holistic and natural way of marketing has always been to ‘tell the right person the right thing at the right time and the right way; without forgetting to make it easy for that person to contact and buy from us’. Possessing relevant information is essential to communicate effectively, but not the only thing:

- There are plenty of tools that will help a marketer analyse **who their real target is**. Why are they contacting everyone? Just because is easy? Cheap? The more contacts the higher the response? Our actions have consequences and if we aren’t mindful and ignore the basics we won’t succeed and will hurt the market.
- **Saying the right thing** without sensitivity will not work. Sensitivity is as important as information to make your communication effective.. Why do we say things on a direct mailer, email, etc., that we would never say face to face? It can sometimes require more than one contact to say the right thing. How many times would I need to contact my target to be able to achieve what I want? What would I say each time and what is the objective of each contact? How would I measure it?
- Timing is everything. Saying the right thing at the wrong time won’t work. **When would I contact my target?** Keeping in constant touch with your target is critical to be in their minds when they need you, BUT remember that every contact should be either informative/helpful or entertaining and that failing to do so could build a negative perception of your brand.
- Saying the right thing to the right person at the right time is crucial but **unless it’s said the right way** it will not work. How would I say what I have to say? Sensitivity? Creativity/Design? Channel/s? Sensitivity again?

I’m grateful that marketing is becoming more mathematical/analytical. What worries me is that we might be shifting the scale too much to the technical part and not paying enough attention to the fundamentals of marketing. Marketing engagements never fail because of the enablers, so why obsess over them? They fail because of the strategy which should only focus on ‘saying the right thing to the right person at the right time and the right way’.

If you’re interested in a personal assessment to improve your chances of a better direct marketing campaign ROI, contact X1 on 01753 215300, or email marketing@x1.ltd.uk