

Is Marketing JUST about Capturing Customer's Attention and Open Rates?

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Surely capturing your target's attention and open/click rates are the first objectives in any given marketing campaign but not the only ones! After making someone listen you need to hit another 3 main objectives which are:

- Relevance by telling your target what they want to hear; which is not always the same as what you want to tell them
- Make it easy for them to buy
- Learn what worked and what didn't by tracking and analyzing the campaign

You have to be very careful not to make the objective of capturing your target's attention your only goal. All these objectives mentioned above work in sequence and need to be looked at that way. If you only focus on the first objective as the only one you might jeopardize the others in order to achieve the first one. Just capturing people's attention by itself will not do anything to your marketing unless you are building the right interest that will lead to the next objectives. In fact capturing the attention in the wrong way can upset customers and hurt your marketing more than help it. Let me explain:

My car's manufacture guarantee expires soon and there are companies out there that want to sell me an extension. They want to capture my attention first to make sure I listen to them which is normal; what is not effective is the way that some do it. I received a fear base direct mailer that simulates a department of motor vehicles correspondence with sentences such as "request for immediate action" - "Please act now" and "WARNING \$2000 fine, 5 years imprisonment or both for any interfering or obstructing with delivery...." "Second ATTEMPT" "Extremely urgent and time sensitive" "FINAL NOTICE". I've been in marketing for a while to know that this was a promotional piece still put fear in me and upset me. I listened but I was also upset, therefore didn't want to listen anymore neither wanted to buy anything. This example achieved the first objective of capturing attention and open rate but failed to sell which is any marketer's final goal.

Capturing a target's attention is not easy in today's oversaturated/crowded market place therefore outstanding creativity and imagination is imperative; just make sure great creativity supports the following objectives that lead to the goal (sales) in your marketing program.