

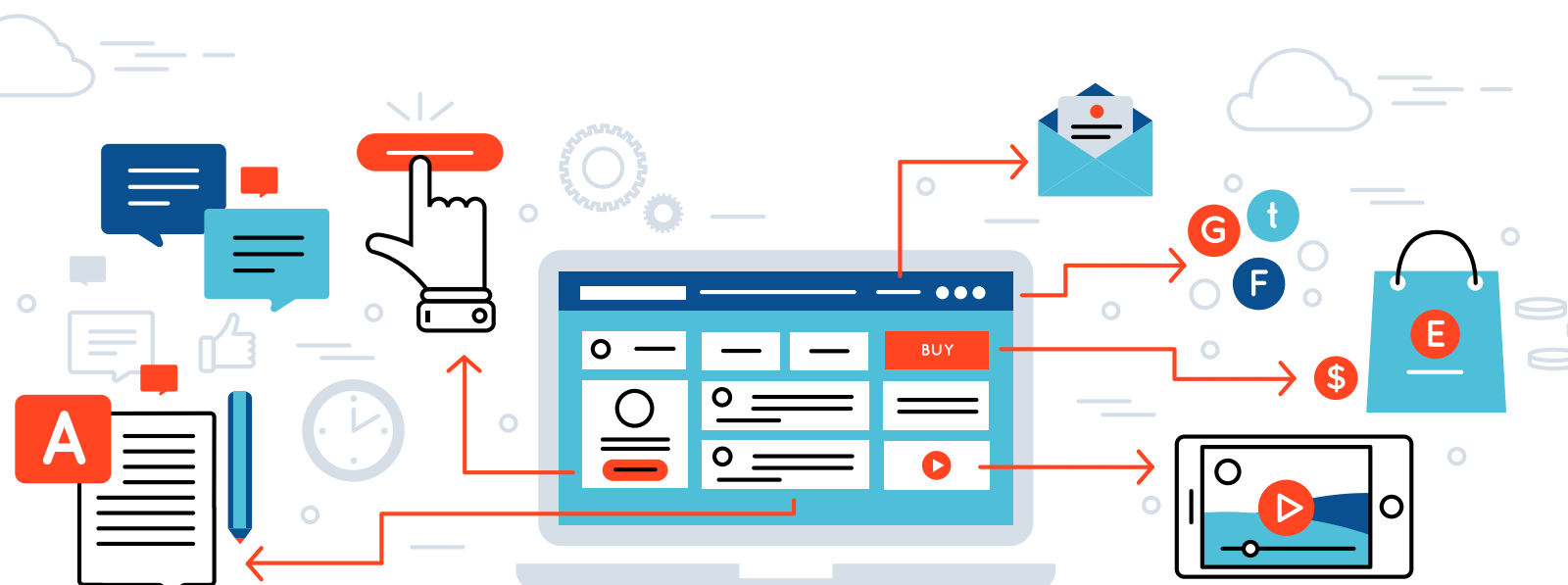


MARKETING IS EVERYWHERE

BY DAVID POSTILL

Recently I was watching the news as a respirologist was interviewed about COVID-19. After answering a medical question, the respirologist was asked his opinion on AstraZeneca's recent rebranding in Europe. As a career marketer, this certainly caught my attention. Was a respirologist really being asked a marketing question? Has the language of marketing filtered into all facets of society? This last question is rhetorical - I know the answer is yes.

So, what do marketers need to keep at the forefront of their minds during this "Age of Ubiquitous Marketing"? Here are a few of my thoughts:





BE MINDFUL OF ADS OVERWHELM

It's important to be mindful of how bombarded our audience is by ads. In 2007, the market research firm Yankelovich estimated that the average person encountered up to 5,000 ads per day. Fast forward to 2021 and the unofficial estimate is that we see between 6,000 to 10,000 ads every day. Marketing is so prevalent, that often, we don't even notice it. It's on our phones, laptops, TVs, etc. We're continually exposed to more ads as we spend more time on digital devices and online.

Today, marketers need to be conscious of this overwhelm and find a way to cut through the noise in order to meaningfully connect with their audience.

MARKETING ISN'T SALES

Marketing differs from sales. No one wants to be "sold to" if they're not seeking it out. Rather, marketing is the connector between a brand and a customer. Today's consumers have more options than ever before and will create an inherent screening process to tune out marketing that doesn't resonate with them.

Marketing needs to create connection. It needs to serve as a conversation between a customer who has a need and the business that can meet that need. In the process of this conversation, both parties learn more about each other and build a mutually beneficial relationship over time.



CUSTOMER EXPERIENCE (CX) IS CRITICAL

Today, offering a high level of customer experience is survival stakes. Customers expect a tailored experience and to get what they want 'on demand'. As customers place increasing weight on CX when choosing one brand over another, a company's ability to deliver great CX has a direct impact on its bottom line.

MARKETING IS A COMPLETE CONTENT PLAY.

Marketing extends beyond ads – it's content, brand interactions and messaging through the lens of marketing. But this doesn't mean we need to be active everywhere. We need to be where our customers are and keep in mind the saying, "Marketing isn't a microphone. It's a telephone." This is how we'll stay on the pulse of what is important to them and what they need. This will allow us to provide a high level of CX and create authentic content that will build trust and connection.

CONCLUSION

Marketing is everywhere. Over my career, I've witnessed marketing evolve from a department of a business, to being a core component of business strategy, to becoming a widely used vernacular in all fields: business, politics, arts, etc. In order to cut through the noise, we need to make sure we're being mindful of quality over volume, focusing on building connection and trust and continually moving the dial forward on the CX we deliver.