

Kaup Pender Associates

453 Milton Street, Cincinnati, OH 45202-0966
info@kauppender.com 513-421-9453

The End of Advertising as We Know It

Marketing isn't about trinkets and trash; it's about selling. It's not an art; it's a science. And if you're not getting a return on the money you spend on marketing, you're going to have trouble.

Marketing isn't about the ad, it's about communicating the benefits and features of a product or service in a way that will make customers feel that their lives are easier or simpler. Advertising is the one segment of marketing where the most money is spent and where the mistakes are made.

Unfortunately, not enough people understand that advertising encompasses communication of all kinds, which is why advertising as you know it, is dead.

Advertising is a lot more than television commercials. It includes branding, packaging, celebrity spokespeople, sponsorships, publicity, customer service, the way you treat your employees, and even the way your secretary answers your phone.

Advertising is not an art form. It's about selling more stuff more often to more people for more money. Success is the result of a scientific, disciplined process, and absolutely every single expenditure must generate a return.

- **If you don't keep giving customers a reason to buy from you, they won't.** Awareness is absolutely worthless unless it leads to sales.
- **Fish where the fish are.** Get your existing customers to buy more. Give the undecided plenty of reasons to buy. Forget everyone else.
- Most important: **Everything communicates** – everything you do or don't do or say or don't say.
- Customer service, clean and friendly spaces communicate that you care about your employees, about your costumers, about your community. **Define and create a customer experience** as a way of differing your brand.
- **Sell your brand and mission to your employees** who will naturally communicate to your customers through words and action.

Source:

The End of Advertising as We Know It, by Sergio Zyman

