

Step Five

Module One

Mini Lesson Guide

the
marketing
Democracy™

Welcome!



Throughout most of our lives, we've been told to focus on one thing at a time. This saying doesn't hold true when it comes to marketing. Your marketing strategy should not be built one channel at a time. It has to be integrated across channels. This module will help you to move away from a channel-first approach to marketing and move toward what we refer to as integrated marketing communication.

- Judy

Module Overview

In this module, we are going to focus on four key ideas:

- In [Lesson One](#), you will learn the infamous saying, "Half of marketing is wasted." And you will learn to accept it, and even embrace it.
- In [Lesson Two](#), you will learn about the synergy effect of planning various marketing channels together.
- In [Lesson Three](#), you will learn how to build reach and frequency by combining various marketing channels together.
- In [Lesson Four](#), you will learn why our obsession with counting exposures to marketing communication really doesn't matter.

To help you establish the right goals for your integrated channel plan, you can purchase a "Reach and Frequency Guidelines" Framework.

This downloadable PDF is fully functional if you open it in Adobe Acrobat Reader. Be sure to click on the "listen" icon in the lower right-hand corner to learn more about this helpful tool. And, for additional inspiration, you can watch the real-world example video to see this lesson in practice.

Congratulations on taking this important step in your journey to developing world-class marketing for your business.



Lesson One

Half of marketing is wasted

Why This Matters

You've invested all this time and money into developing your marketing strategy. How will you know that everything you planned will work? Are some channels driving sales while others aren't pulling their weight? A marketing strategy that is focused on channels (instead of customers) will likely fail. This lesson will help keep you focused on the big picture. If you are ready to accept a bit of ambiguity, and if you have faith in your strategy (because you developed it based upon an informed understanding of your customers) you should be good to go. Learn how to embrace the old saying, "Half of marketing is wasted."

5 Key Takeaways

- ① Half of marketing is wasted. We just don't know which half. The famous John Wanamker quote is still true, today.
- ② Not all marketing activities will lead to an immediate and direct response from your customers. And, that's okay.
- ③ Marketing has a job to do. And that job is based upon your goals for the year. Embrace the "Jobs to be Done" approach (Anthony Ulwick).
- ④ Setting your marketing goals by individual channel doesn't work very well. Instead, consider how channels can work together to solve your customers' wants and needs.
- ⑤ Stay the course. Don't take a detour at the first bump in the road. Learn to read the signs and make adjustments only when necessary.



Ask Yourself

Before moving on to Lesson Two, take the time to reflect on this lesson.

Do you understand the five key takeaways that were presented at the beginning of the lesson?

Do you hesitate to spend money on your marketing plan because you are concerned that half of your money spent will be wasted?

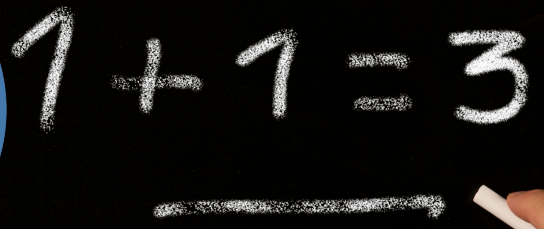
Do you currently focus on the performance of individual channels in your marketing plan? If the answer is yes, ask yourself why.

Are your performance goals based upon the jobs to be done (Ulwick) or are they “one size fits all” measures of sales?

Do you currently test your marketing strategies before you broadly implement them? If the answer is “no” what steps can you take to gain confidence that your plans will get the job done?

Lesson Two

Media Mix: 1+1+3








1 + 1 = 3

Why This Matters

In Lesson One, we illustrated why a marketing strategy that is focused on individual channels will likely fail. In this lesson, we are going to take this idea one step further. Integrated Marketing Communications is called “integrated” for good reason. We have learned over decades of research that when marketing channels work together, they lift each other up beyond what each could do on their own. This is known as the synergy effect. This lesson is going to outline how you can plan different channels to work together to create that important synergy. This is referred to as a “media mix.”

Key Takeaways

-  You've heard of the expression, "One plus one equals three." That's the goal of any and every great marketing plan.
-  Media mix refers to the combination of channels and activities that work together to create incremental value (1+1=3).
-  Your job is to plan marketing channels in combinations so that they can work together and build upon each other.
-  If you aren't sure which channels work best together, take a look at your customers' Day in the Life. They'll show you.
-  When channels work together, they can share pieces of your marketing story. There's no need to simply repeat the same message (or offer) in every channel.



Ask Yourself

Before moving on to Lesson Three, take the time to reflect on this lesson.

Do you understand the five key takeaways that were presented at the beginning of the lesson?

Have you done your homework in other steps of The Marketing Democracy's Five Step System that will help you to design your media mix to fit your customer's Day in the Life?

Are you able to plot out your brand story across channels so that the media mix can work its magic? Or, do you still have work to do that The Marketing Democracy's Storytelling Media Map can help you with?

Using the symphony metaphor, how well-orchestrated are your current marketing activities across various channels? What steps can you take to better coordinate and align the channels in the media mix?

Lesson Three

Learn the basics of reach and frequency

Why This Matters

What does it take for people to pay attention to and remember what you have to say? With any form of communication, when it's important to us, we tend to remember it without needing frequent reminders. There's no need for excessive repetition. The same holds true for marketing communication. This lesson is going to introduce you to two important concepts—reach and frequency and explain how you should use them to ensure that your customers see (or hear) what you have to say enough times so that your message stays with them. No more, no less.

Key Takeaways

- How much is enough? The last thing you want to do is hit your customers over the head with the same message over and over.
- Reach (how many people are exposed) and Frequency (the avg number of times they are exposed) is a balancing act.
- There is a difference between reach and engagement. Reach is an opportunity, while engagement is a sure thing.
- There is a difference between effective frequency and excessive frequency. Setting frequency caps will help avoid burnout.
- Reach and frequency should be managed over time. The appropriate time cycle is based upon your specific situation.



Ask Yourself

Before moving on to Lesson Four, take the time to reflect on this lesson.

Do you understand the five key takeaways that were presented at the beginning of this lesson?

Have you personally experienced being “hit over the head” with marketing messages? What did you do as a result?

Are you reaching the right customers (and enough of them) at effective levels of frequency to achieve your business goals?

What are the various time cycles that are relevant to your business and how can you use these to manage the Reach and Frequency of your marketing efforts?

Lesson Four

Our obsession with counting and why it doesn't always work

Why This Matters

Marketing is both art and science. And the science of marketing requires that we look at the numbers and make informed decisions. We have more data available today than we know what to do with. What data should we be paying attention to and what should we ignore? Unfortunately, we tend to count everything that can be counted and then we overreact to the data signals. This lesson is designed to explain the basics of marketing measurement so that you can better respond to the right signals and learn to take measurement with a grain of salt.

Measurement is a tool to help you make decisions. You still call the shots.

Key Takeaways



When there's money involved, it's only natural to want to know whether we're spending that money wisely. Measurement is a natural part of the marketing process.



Einstein said it best, "Not everything that can be counted counts, and not everything that counts can be counted."



We tend to focus on measurement at two extremes: exposure and action taken. In reality, it's behavior in the middle that's most valuable and often ignored.



Unfortunately, there is no such thing as a common measurement standard across marketing channels.



There's a balancing act between measuring consumer behavior and invading their privacy. Don't cross that line.





Ask Yourself

Before moving on to the action plan, take the time to reflect on this lesson.

Do you understand the five key takeaways that were presented at the beginning of the lesson?

Where do you fall along the spectrum of marketing plan measurement: Do you measure everything (regardless of its value)? Or, do you measure nothing at all? What steps can you take to measure what matters?

How can you determine whether an investment in a specific marketing channel is a wise investment? What metrics (beyond exposure and cost per impressions) can you use to gain what we refer to as insight in the middle?

Are you keeping your customers' privacy in mind when you use customer data (either your own customer data or data from a third party) to inform your marketing planning decisions? Would you feel comfortable being on the receiving end of your own marketing activities?