

# Step Three

Module One

Mini Lesson Guide

the  
marketing  
Democracy™

# Welcome!



There is so much clutter out in the marketplace today that it's difficult for anyone to break through. You can't shout your way through all this noise. And, you can't interrupt your customers, either. They won't appreciate it. Your only hope of breaking through all the noise is by touching the head and/or the heart of your customers. If you can understand what really matters in your customers' lives and focus your marketing communication on what truly matters, you can break through without having to shout and lose your voice. This module will help you to identify and to leverage consumer insight in your marketing communication.

- Judy

## Module Overview

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

- In [Lesson One](#), you will learn that we are all hard wired to avoid most marketing messages.
- In [Lesson Two](#), you will learn why attempting to out-shout your competitors won't work.
- In [Lesson Three](#), you will learn about consumer insight and how leveraging insight can break through the marketing clutter.
- In [Lesson Four](#), you will learn about the concept of AdStock: spend less/earn more.

To help you determine whether or not you have landed on a powerful consumer insight, you can purchase a "Consumer Insight Test" 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

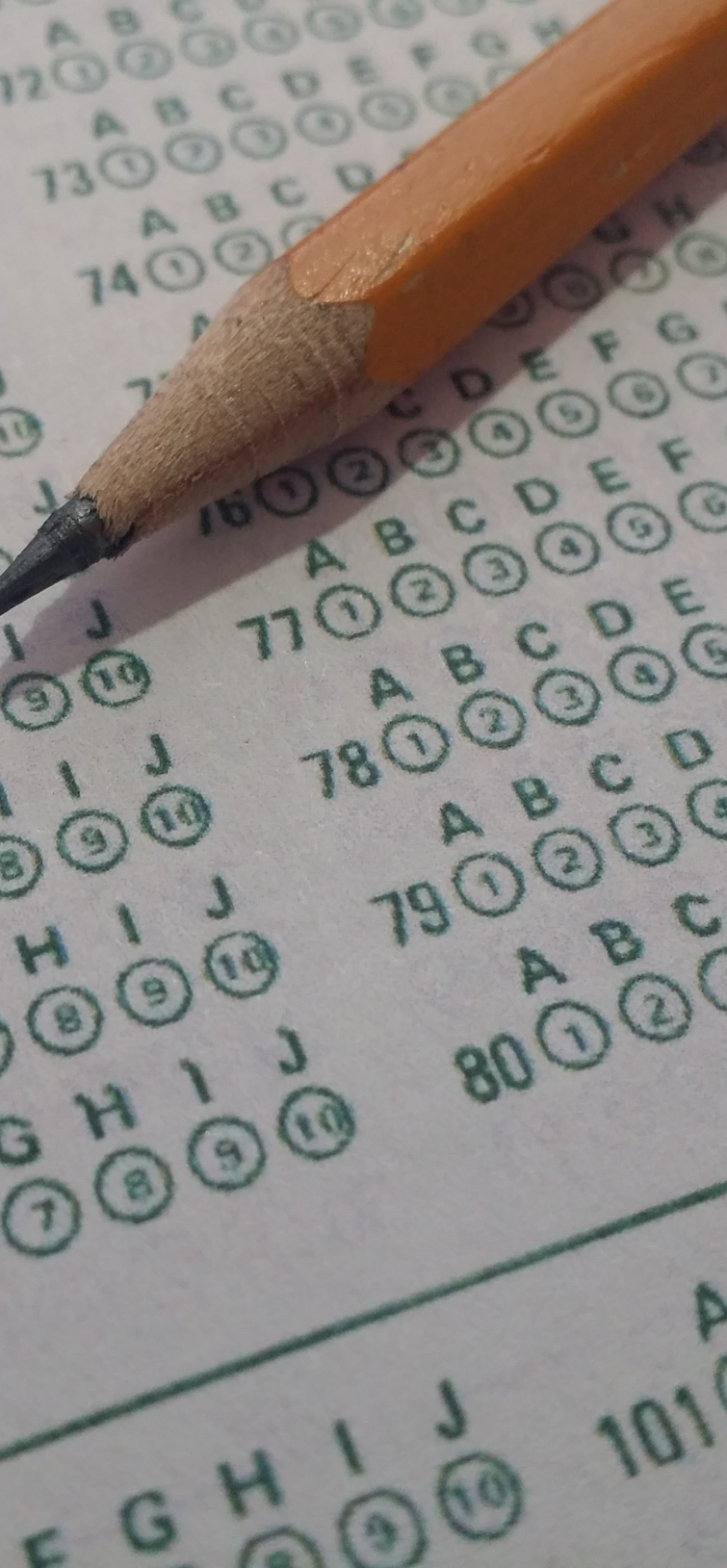
## We Are Hard Wired to Avoid Marketing

### Why This Matters

The odds are not in your favor. You're here to learn about world-class marketing, and we're here to tell you that consumers will do everything they can to avoid advertising. This lesson was developed to provide you with the evidence you need to understand why it's so difficult to create lasting impressions with advertising. Once we get the bad news out on the table, we can focus the remaining lessons in this module on how to break through by touching the head and/or the heart of your customers. It's time to rip off the band-aid and share the ugly truth about our willingness to block out advertising at all costs.

### 5 Key Takeaways

-  We are bombarded with stimuli every moment of every day and our brains filter most of it out so we can focus on what's important. Most marketing communication doesn't make the cut. Our brains are hardwired to avoid it.
-  Media have compounded the issue by stacking ads on top of each other. Savvy audiences can figure out the rhythms of these advertising blocks and learn to avoid them.
-  Consumers now have choices to opt-out of advertising altogether. We are seeing a rise in ad-free media. The result is a new breed of audience that is unreachable with ads. Just look at Generation Netflix--their "primetime" is ad-free.
-  The rise in advertising clutter in the ad-supported media that remains sharpens our defenses. The more ads, the more likely we will tune them out.
-  Advertising clutter in digital media has become such a problem that Big Tech is willing to help consumers block them out. With just one download, anyone can install an AdBlocker and free themselves from the experience.



## 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?

Think of all the ads you encountered yesterday. Do you remember any of them? If so, which did you remember? Can you determine why you remembered them over so many others?

Would your current marketing communications pass your customers' memory test? Or would it likely be forgotten?

How cluttered are the marketing channels that you currently use to engage with your customers? Are your customers bombarded with ads in these channels? Do you stand apart from all the clutter?






# Lesson Two

## You Can't Out-Shout Your Competition

### Why This Matters

One of the biggest mistakes a marketer can make is to become obsessed with out-shouting their competition. Competitive strategies focus on the wrong target. You shouldn't become obsessed with your competitors, instead you should remain relentlessly focused on your customers. This lesson will debunk the myth of competitive superiority and outline why trying to outshout your competitors is a faulty strategy that simply doesn't work. And trying to outspend your competitors is a sure fire way to wreak havoc with your own P&L. Once we clear the air, we can focus on more productive ways to cut through all the marketing clutter with consumer insight.

### Key Takeaways

-  Marketers talk about wanting the dominant share of voice. But what does that mean? Consumers cannot recall who reached them with more frequency. It's a useful tool for internal purposes, but it doesn't mean much to your customers.
-  Share of voice isn't something you can control. It can only be measured after the fact. While you can control your own marketing plan, you cannot control how your competitors will show up in the marketplace at any given point in time.
-  Marketing isn't a boxing match where you can win a round and/or deliver a knock-out punch. Your competitors are always going to be just about everywhere that you plan to be.
-  You will go broke trying to win by shouting the loudest. Advertising prices are influenced by supply and demand. Don't find yourself in the midst of a bidding war.
-  Your competition isn't set by you; it's set by your customers. Who you need to do battle with is not necessarily clearly defined. Worry about yourself and give your customers reasons to choose you over their other choices.



## 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?

Name your Top Five competitors. Now, ask your customers to name your Top Five competitors. Does the list match?

While you can't out-shout your competitors, you can out-smart them. In order to do so, you need to know where they are focusing their marketing efforts. Do you know this?

If a marketing channel that you find influential for your business is highly cluttered with competitive activity, what should you do?

# Lesson Three

Learn to Break Through the Clutter with Consumer Insight

## Why This Matters

In today's cluttered world, the only way to break through is with consumer insight. But what do we mean by this important idea? We all know what it means to be insightful. But, how can we ensure that our marketing communication is insightful? This lesson is designed to demystify the term, "consumer insight" and help you to leverage this important concept in your marketing communications. It's all about touching the head and/or the heart of your customers in an authentic way. If you can make your customers "think" or "feel" strongly, they will pay attention. And, that's half the battle.

## Key Takeaways

- Consumer insight is an underlying explanation for our thoughts, feelings and actions. It's "why" we do "what" do.
- You know that you have landed on a consumer insight when you can't ask yourself "why" anymore. Once you land on an answer that is undisputed, you've landed on an insight. Some refer to this as an "Aha" moment.
- Consumer insight can help marketers touch the head (make me think deeply) and/or touch the heart (make me feel deeply) of consumers.
- Consumer insights are not proprietary. They are universal truths that any marketer can use to create meaningful bonds with consumers.
- There is a difference between supporting a consumer insight and sponsoring a consumer insight. Your goal is to facilitate and/or enhance the insight (support) as opposed to simply attaching your brand to the insight without contributing to it (sponsor).



## 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?

Does your marketing communication touch the head and/or the heart of your customers? Said another way, does your marketing make others think or feel deeply?

Can you identify the consumer insights that matter to your product/service category? If you don't know of any, what steps can you take to uncover them?

What role can you play in a consumer insight? Remember, it's best when you play a role rather than sponsoring the insight.



# Lesson Four

Build AdStock: Spend Less, Earn More

## Why This Matters

Great marketing communication makes good business sense. If you spend the time and resources upfront to develop marketing communication that can touch the head and/or the heart of your customers, you will actually save money in the long run. Why? Because great marketing communication requires less spending in the marketplace. We are more likely to remember it and share it with others. This lesson will introduce you to the concept of AdStock and explain how it works. Just like investing in a good stock, investing in developing great marketing communication that touches the head and/or the heart of customers will pay lasting dividends. It's good dollars and sense.

## Key Takeaways

- 📍 The late Simon Broadbent explained how great advertising works by referring to advertising as building “AdStock”. Just like a stock that accumulates in value and pays dividends, great advertising can do the same for your business.
- 📍 Great advertising requires less spending behind them because they are memorable on their own. It takes less frequency to seed them in your customers’ memory.
- 📍 Great advertising earns more exposures beyond the paid media investment because they are more likely to be shared with others. They earn free media impressions.
- 📍 Great advertising has a slower decay rate. Meaning, they last in our memory longer without the need for a reminder over a certain period of time.
- 📍 Great advertising builds brand equity that pays long-term dividends in terms of customer loyalty and lifetime value.



## 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?

Think about a marketing campaign that touched either your head or your heart. How many times did you need to see/hear it before it made a lasting impression?

What do you share with your social media networks? Is your current marketing communication truly “share-worthy”?

How would you rate the AdStock of your existing marketing communications? Are you: a) Underperforming b) High Risk or c) Blue Chip?