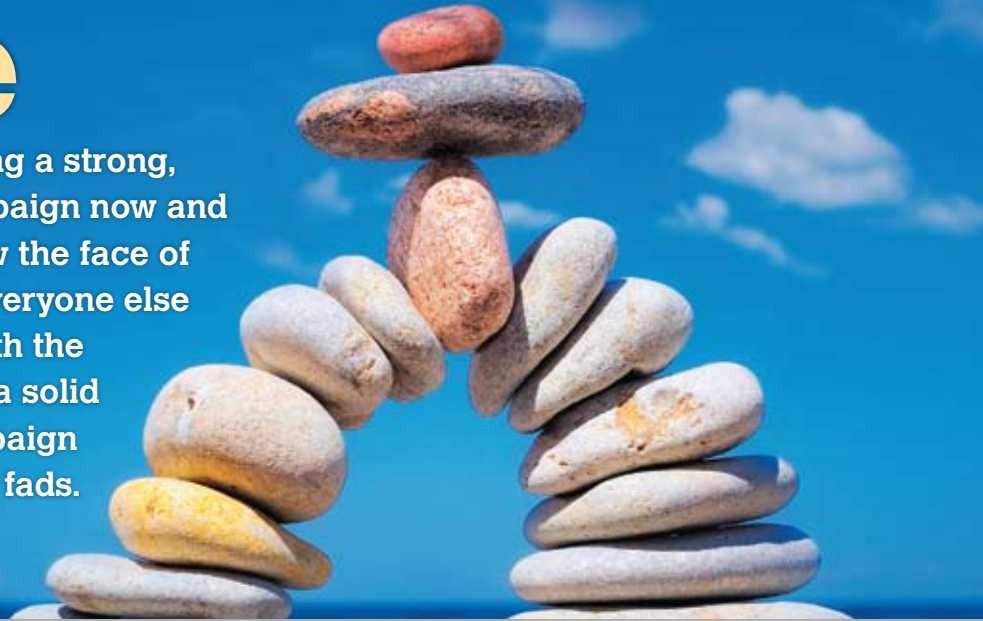


Modern Marketing: A Balancing Act


Want to keep your business relevant with modern marketing? You don't have to be a super-savvy website guru to do it. But there's one trick you must master:

BALANCE


Balance is the key to building a strong, successful advertising campaign now and in the future—no matter how the face of media may change. While everyone else is scrambling to keep up with the latest trends, you can build a solid and multi-dimensional campaign that will withstand the latest fads. Here are five ways to stay current and stand out:




Balance targeted, consistent messaging with multiple approaches.

 Hit the same audience over and over with the same message—but from different sources. It's not enough to use online analytics to geo-target web users without matching that data with local print and/or broadcast ads. Surrounding your prospects on all sides not only enhances brand awareness, but creates an aura of accessibility. Point-blank exposure then graduates into familiarity, leaving room for relationship growth in the future.


Balance traditional and non-traditional media.

 Break up a series of weekly magazine fliers with a guy in a gorilla suit outside your door. Attention-grabbing techniques create a buzz which can be followed up by more conventional means of communication. Or use out-of-home opportunities (such as a billboard or bus stop ad) to remind passersby of an ad seen earlier on TV. By employing both classic and alternative tactics, you can appeal to more markets. Going all one way or all the other may create an unbalanced tone for your brand—or worse, you may miss out on one audience entirely.


Balance analytics/research with creative (be smart but stand out).

 Many companies rely on number-crunching and perfectly placed ads to carry their message into the right market. But all the visibility in the world won't help if you don't have the compelling concepts and engaging visuals to back up your brand and catch the eye of potential clients. In the increasingly competitive world of marketing, it's more important than ever to complement strategy with creativity when building a successful campaign.

Balance customer retention with customer acquisition.

 All of your amazing, cutting-edge advertising across varied media with perfect placement and alluring creative won't help if your message is simply aimed at new clientele. It's important that you reward prior and current business with gratitude and acknowledgement, and devote a large portion of your advertising budget to customer retention. It's much harder to woo a client once they've moved on than it is to nurture an existing relationship. Remember; satisfied clients have friends—and so do dissatisfied clients.

Balance accessibility/transparency with content that draws return.

 Everyone knows how important it is to be straightforward in today's market. Potential customers expect businesses to be highly visible and transparent about products, services and goals. This is especially true of social media, where accessibility is paramount. However, putting it all out there doesn't mean that your business shouldn't have a hint of mystery and allure. Teasers about future deals and further information are a classic that will remain consistent even in the advancing world of marketing.



Local ad agency Mad 4 Marketing has won numerous awards for balanced, comprehensive advertising campaigns with emphases on interactive media, audience targeting and innovative strategies. To find out how Mad 4 Marketing can help grow your business like MAD, visit Mad4Marketing.com or call Elyse Taylor at 954-485-5448.