



Your advertising and marketing plans are trying to talk to you. (Are you listening?)

Billions of dollars are spent each year on advertising and marketing. But, are those dollars being invested appropriately in the right resources? Sometimes, they are not.

Here's the thing. There are so many elements and issues to think about when developing your marketing and advertising. So, let's say you have all your ducks in a row.

- You've carefully identified your goals and objectives
- Strategically established your campaign spend
- Thoroughly researched your target demographic
- Cleverly determined your media strategy
- Intelligently planned all facets of your execution

Have you forgotten anything?

Yes.

What are you going to say?

How will your message memorably separate you from your competition?

How will you verbalize your organization's ownable idea?

How will you tell a story that personally, viscerally and emotionally connects with your audience?

In a world of omnichannel strategy, social media, search algorithms, influencers and more leveling the playing field — your messaging (what you say, and how you say it) can be the most valuable differentiator to help you stand out.

You've invested too much in your marketing and advertising plans to be let down by an anemic message.

So, should you devote just as much time and effort into crafting your message as you do to broadcasting it? Yes. Probably more so.

Without a voice that articulates what makes your company, products, services, mission and values important to the world — what do you have? You have the most brilliant media plan and intent. And those things alone have rarely changed the world.

So, remember to find your voice, before you begin spending on your advertising and marketing plans. Because odds are, you have something really important to say.

That's my say. I'm sticking to it.



About the author:

Dan Stech has more than 20 years of ad agency experience — serving as an award-winning copywriter, copy chief and creative director. Now as principal and owner of danwillwrite, Dan provides copy, concepts and content to a wide variety of clients. He also eats a healthy breakfast every day and strives to exercise regularly.

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