

Targeting versus Mass Marketing

If you ask my kids, they'll tell you I have a song for just about anything. Yesterday morning, my son mentioned the word "supersonic" while talking about his favorite video game, Rocket League. The late '80s song "Supersonic" by JJ Fad immediately popped into my head. I didn't know any words beyond the title, so I pulled up a video on YouTube.

My kids were not impressed with the music—or my dancing. My son rarely is when I pull out a song from that decade, but even my daughter dove onto the bed and under the covers to try to block out the sound.

While tormenting my kids with my music memories may be fun, this type of approach does not make an effective marketing strategy.

If you're sending out marketing messages and offers based on your preferences and history—not your customers' or prospects'—then you're not only lowering your odds of making a sale, but you're also risking alienating your customers or prospects.

52% of consumers (and 65% of B2B buyers) say they're likely to switch brands if a company doesn't personalize communications to them

People want to be seen as individuals, not data points. They want their specific needs and interests to be recognized. They don't want companies wasting their time with irrelevant ads and marketing campaigns.

That's the power of target marketing. It helps you speak directly to a group of buyers with a known need or interest about a specific product or service that will benefit them. Targeting your marketing helps you

- Engage customers based on their unique needs and interests.
- Display your company's desire to develop, build, and maintain a relationship with its clients.
- Determine how and how often you should communicate with customers.
- Set the tone for your relationship with customers and direct your course of action.

What's your current marketing strategy? Are you trying to sell rap music to rap fans or to country music fans?

About Wolfe Writing: Established and operated by Janet Wolfe, Wolfe Writing provides writing, editing, and marketing services for businesses, organizations, and individuals looking to improve their communication efforts, build relationships with customers, and stimulate business growth. To schedule a free consultation, visit www.wolfewriting.com or email Janet directly at janet@wolfewriting.com.