

Marketing by Relying on Technology:

The New Marketing Myth!

A Truthful But Abbreviated White Paper
Al Pirozzoli



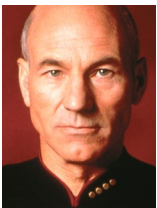
Marketing is all about connecting with a would-be audience to establish credibility/affinity while staying on their radar screens through the purchase cycle.

There's a massive amount of *Mind Combat* going on.

However, based on the accelerated use of YouTube, the Cloud, PPC, Hash Tags, Social Networks, Websites, SMS, and other technologies, you would think it was all about *Technology Combat*.

It isn't.

Lost in the Nirvana of technology, a company can totally miss connecting to buyers. Yet many companies fall captive to implementing e-marketing technologies while at the same time are losing opportunities to transmit their true value difference. It's not the cool apps of technology that reach your audience; it's actually the *message differentiation that aligns with the buyer*. The latter allows technology to be effective.



A Marketing Lesson, Brought to You by the Klingons

In Star Trek, Captain Jean-Luc Picard encountered Klingons. Their cloaking technology allowed their ship to become invisible. Cloaking is the *antithesis* of what your business wants.

The Klingon
Ship is Here.
You Just Can't
See it!

Without differentiated marketing messages to engage your audience, you are ostensibly invisible.

The Klingons wanted to be invisible. You don't.

It's a fact: *technology alone doesn't get you on the buyer's radar screen*, your message alignment with the buyer does. That makes technology work, it's not the other way around.

The onslaught of daily messages has increased to thousands a day.

In this cacophony, you need more than technology applications.

In fact, technology can become your opponent and in fact make you invisible.



The plethora of technology-driven communications overruns buyers with commodity messages.

If you only absorb one thing from this paper, be sure it's this:

But undifferentiated marketing messages are ignored by buyers.

(more)

Technology can never make commodity messages attractive to buyers. In fact, it can make you more invisible more often.

Consider your own inbox, emails, phone calls, texts, FB, LinkedIn, and on and on; it's all technology beating on you for attention.

*Simple logic says it isn't the technology that gets to you,
it's the message the technology carries.*

The greater the technological assault carrying undifferentiated messages, the more it becomes invisible to targeted audiences.



Technology may reach a buyer but it doesn't mean it will connect, and that should keep you up at night.

Without compelling writing and strong connective concepts, you don't build sales opportunities or support the brand.

I can help: text me, email me, send a drone (hold on that), but do something great for your print and digital marketing effectiveness! Then put your technology to work!