
The Real Value Of Marketing

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We have often heard business owners complain about their marketing teams or super high marketing investments compared to the expected returns.

There is a lot of pain that comes with marketing going wrong for most businesses – mainly the pain of unmet expectations, and once this happens a bigger loss occurs with owners losing faith in marketing or assumes a dangerously wrong paradigm responsible for their loss.

The truth is – Marketing is not about your return on investments alone or converting prospects to make them buy your products or services. Marketing is about letting your customer know why they should trust you.

Many makes mistakes of assuming marketing is tall claims or irritate world with carpet bombing.

Marketing is not about claims but it is about character representation of your company's mission.

It is about how you truly, deeply, madly believe that you help those who buy your product and services. And here it doesn't end. The real integrity test is sales and delivery.

You are buying from Amazon due to their tall claims or they deliver. You are buying Apple due to their status symbol craze or they deliver on promise. This delivery is where your returns on next iteration of marketing grows in compound measures.

All you have to do is focus on your character of company and what it truly stands for and apply that to message for your product or services.

When your marketing communication reaches your customers and makes them believe that you are more worried about their needs and problems rather than just selling the product or service.

When it inspires in the audience strong sense of usefulness and differentiate from others in your care for that usefulness. Marketing has done a good job.

Make really clear yourself here though of the polluted word called value - sadly, some of the large audience has made value as being cheap, paisa vasool types immature concepts.

Marketing must understand the entire pyramid of value which hosts several critical feelings and valuable matter most attributes that customers really admire and value.

These are approximately 18 things and quality and low price are not at all part of value pyramid.

Marketing must find their products ability to solve a real painful problem that it successfully solves better than competitors, they must find what value it generates solving that problem for clients or customers.

In our working with our clients, we make sure that they understand that marketing is not a technical function. It is a huge responsibility to build and maintain the integrity that inspires customers' trust.

Building a chain of integrity from brand-marketing-sales-delivery-post-delivery presents an ethical dilemma which if considered to addressed than prosperity along with reputation simply ushers through the sky.

Communications in marketing are not about the features, price, offers and similar. It is about what the company stands for in the creation of the products and services and why do they believe that it matters for their customers.

Thus, it is the first point of contact of a business with its customers knowingly establishing a promise and an expectation through its marketing.

Branding & Marketing can together deliver business growth

Businesses exist to serve their customers. Those businesses who understand what their customers want and need today and in near future have a better chance of thriving in these competitive business environments.

In the above pursuit, branding helps businesses be clear about their promise to the customers in serving these needs and wants.

Marketing enables the communication of the above promise to ensure that the customers know why, what, when and how to reach to your business to seek solutions to their problems.

**Branding, without marketing, is soul without the body.
Marketing, without branding, is body without the soul.
None alone can deliver results you want.**

Every leader has a choice to opt for the hit and miss method of marketing. It isn't the question of right or wrong.

The real question to ask here is: Are your marketing efforts yielding you the business results, inspiring your customers to choose you and developing your brand equity as you aspire for?

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