

I believe that marketing that works is not “marketing” as it is currently perceived but something else, something intrinsic to human nature and human evolution. That is curiosity, inquisitiveness, learning and a desire to improve and it is the interdependency of human beings on each other, which necessitates these attributes. If you try to capture this and pin it down into a formula it will just change into something else, however, you can create the right environment which will encourage it’s development. No one is truly independent. Each of us relies on many other people from family to complete strangers we might never meet for our survival, well-being and intellectual development. A large part of this development is fulfilled by conversation.

People have always used marketing long before there were textbooks explaining how to do it. They’ve done it by conversation. Conversation is the interchange of thoughts and ideas between people. A good conversation is in essence a learning process and an exchange of information and thoughts, either written or spoken.

I believe in what I call holistic and organic marketing, the meaning of which is cultivating good sustainable healthy relationships with your customers; the responsibility of achieving this lies not only with your marketing team but every person on your staff. The conversations they have with each other and your customers, which if based on trust and integrity, will produce beneficial opportunities for your business in the day to day activities which occur. This is part of the responsibility of every department of a business. No amount of glossy brochures or TV adverts will make up for goods that aren’t delivered on time, poor service or faulty accounting. Each department has a shared responsibility in the success of the business.

It is through conversation that we learn about ourselves and the world around us. What do we think about it? The marketing world is dominated by the use of the word “communication” but this tends to mean to impart or transmit, especially since the rise of electronic communication, and there is also a tendency to place more importance on the medium than what is actually being said thereby missing the crucial concept of the interchange and thought that occurs during a conversation which is the natural way human beings learn and develop.

For every type of communication you create be it a marketing flyer, a letter or discussion between a Purchasing Officer and a customer there will usually be a natural conversation that results and it is this environment where your product or service will be accepted or rejected. This is known in the world of marketing as share of mind. I have heard that people are now paid to “talk up” particular products and create SOM but I would not recommend it, firstly because it undermines the basic values of society but it’s also fake and fake things don’t work as well as real things. You can see conversations about products and services and the companies that sell them in vivid detail on social networking sites such as Facebook and Twitter and the world of marketing has had to adapt to this new medium of exchange. However, what has happened with sites such as these is that reveals the kind of conversations that were previously unknown. Communication or intercourse means social communication and also dealings between individuals regarding trade. However, I feel the distinction has been lost and has led people away from the natural “interchange of thoughts and ideas” which is crucial for the development of a business in both sales and every other department. The key word there is “thoughts”. If your people aren’t thinking about what they’re doing you can miss valuable opportunities for your business. It is through conversation that you can investigate and discover the strengths and weaknesses of your business and how other people perceive it. This will give you the vital information you need to succeed. You may wonder which people you should talk to, however, it is simply anyone who has a part in your business (stakeholders) and also further than that, people who are completely unaware of your business.

If they are released from the script or stop following a set pattern by rote, their mind will be free to focus on the customer and their personality is free to interact with the customer in a natural way, which is far more effective because it is REAL.

I have written the above to give an idea of the sort of marketer I am and the type of marketing consultancy I would give to you. I hope that as you have read it you have not “consumed” it but critically evaluated it and it has provoked some thought and ideas. You may not agree with the ideas and thoughts above, whether you do or not please feel free to contact me, I would welcome the opportunity for discussion.