

means making something so convenient that people don't even have to think. (To achieve that), you need a thorough understanding of how people behave in a given situation - you need to know people better than they know themselves.”(8)

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Sources:

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The key to developing a coherent marketing strategy in your own company is down to whom you involve in the process of selling your services, whom you attract to your core offering both internally and externally – and how your business reacts to the ‘changing face’ of modern marketing techniques. Look at the success of “Google” itself. “An early form of Google became available to Internet users in late 1998,”(5), and in just six years the service has become the undisputed king of search engines, fulfilling over 200 million searches a day. “It has changed the way we shop, travel and get basic information about our economic and cultural climates.”(6). And it is how the company has achieved this that is interesting to us. Because Google has in effect turned marketing on its head, analysing what its many individual consumers want and tailoring their product to each them in a “local” context. Offering countless millions of individual experiences of their products and services every day. Granted, being an Internet based service enhances the effectiveness of this process, but the fundamentals of multi- faceted marketing are the same whatever business you are in.

The company recognises the new aggressive role that the self-service consumer now plays in the marketing process, and has adjusted and innovated its strategy to react to this. “Google knows that understanding how people search is the foundation for success. It has more than 10 staff members whose fulltime job is reading and responding to emails from people searching their Web site. ‘Nearly everyone has access to user feedback,’ states Monika Henzinger, Google’s director of research. ‘We all know what the problem areas are, where users are complaining.’”(7) Such an organic multi-faceted marketing process, understood and implemented by the whole of your staff, is the key to changing the way we use traditional marketing techniques to meet the needs of a savvy new breed of consumer. It’s a harder process to develop, but the rewards are definitely greater than sticking with static marketing techniques. “Great self-service

To service the needs of an aggressive new breed of self-service consumer, your marketing techniques need to borrow from both the traditional tenets of the discipline, but also from a more localised and personal approach to your techno/marketing savvy customer. You need to adopt a 'multi-faceted' approach that recognizes your audience's sophistication and acknowledges their level of control in the whole process. "To achieve success in self-service, you need to really understand how your visitors think and behave. If they are to serve themselves, they must feel comfortable and confident. That requires getting to know their needs in a comprehensive manner. It requires an ongoing conversation with them."(3)...

...This new style of multi-faceted marketing is different from the traditional technique of selling into a clearly defined and static market. Out goes the low response targeted press ad or the blanket shot gun approach of the 'numbers game,' and in comes the laser guided use of modern technology with its newsletters, email marketing, customer feedback, viral networking, blogging and personalised customer service. Sounds like more work and expense on experiment, analysis and fine-tuning of your many targeted and localised approaches? Well it is I'm afraid. But it's an approach that will get your business where you want it to be. "Superior marketing is and always has been analysis, then action. It is strategy development, then logical and thought-out tactical implementation. It is the way to customer satisfaction and increasing profit."(4). Put simply, if consumers are changing, then your marketing strategy has to follow them or they'll go elsewhere.

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Forgive me. It's not that I think you'd ever fall for a line like that. The point here is why we as consumers no longer even give this type of marketing a second look.

You'd be surprised, many people used to go for tricks like this, and a large enough number still do to merit the continued use of such approaches. If not completely having to change, traditional marketing techniques have had to bend a little, because the consumer is now savvier to the range of approaches directed at them. As marketing has gone global, so the sophisticated consumers it targets have begun to respond to a more individual, personalised and 'local' brand of approach. So why is this, and what does it mean for your business?

"Basic, traditional marketing is as relevant as ever. The Four P's - product, price, place (distribution), and promotion - are still very much alive. Strategic thinking, segmenting, and targeting can still earn you a competitive advantage."(1). But what has changed is the way marketing reacts to a consumer with more power in the marketing process. No longer the passive recipient of lines like our fake one above, but a proactive 'self-service' consumer who through the internet and proliferation of technology "has better access to their cost options and communicate to each other in a way never before possible."(2) In short, tools like "Google" that can be used by the marketer can also be used by the target audience, and if they don't like the look of your 'four P's', they can easily go to one of your competitors. So how do we redress the balance? After all, people expect to be sold to, and in many cases, they couldn't do without it.

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