

Interconnected Marketing Guide – The New Game Changer



**BREININGER
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The World Has Changed

- ▶ The outbound marketing revolution (that started with TV and mass media) has lasted for more than 50 years and is winding down
- ▶ People are sick and tired of being interrupted with traditional outbound marketing messages and have become quite adept at blocking marketers (and sales people) out
- ▶ People buy and learn in a whole new way compared to the past, so marketers need to adapt or risk extinction - old stalwarts relying on marketing techniques that worked in the 1960's will become increasingly vulnerable
- ▶ To be successful and grow your business today you must match the way you market your products and services with the way your prospects learn about and make purchases

The World Has Changed

- ▶ But the story doesn't end there.....
- ▶ The ways to effectively motivate people are radically different than in the past
- ▶ More and more people are working on teams ... within different departments in the same building and in groups of individuals from around the world. Collaboration is now key
- ▶ Almost everything that mankind actually needs has already been invented – what we're selling into now is wants
- ▶ Achieving differentiation in a climate where the internet has vastly expanded the level of competition is also tougher than ever

All of this requires a fundamentally new way of thinking about business success in general and marketing specifically

Interconnected Marketing – Why It Matters

The chances of success in today's fast-paced, ever-changing and ultra-competitive world will be greatest for those organizations who recognize the importance of using marketing to make connections

Interconnected Marketing - Conceptual Framework



- ▶ Interconnected Marketing is all about making sure the goods and services you offer meet a viable market need, and are delivered in a way that is sustainable, consistently delights customers and supports the success of the organization that produces them and the people they employ

Interconnected Marketing – What's Involved?

- ▶ Use research and analytics...
- ▶ To offer products and services that offer true value...
- ▶ That are produced in the most sustainable manner possible...
- ▶ That support the overall goals of your organization and provide meaningful employment opportunities for individuals...
- ▶ Promote them in a respectful, non-obtrusive manner...
- ▶ With the full support of and alignment with Sales...
- ▶ Ensure they are delivered in a consistent manner that is supported by the entire organization

Interconnected Marketing – What It's Not (Some Examples)

- ▶ Developing new products and services and expecting you'll get lots of sales just because you did
- ▶ Offering products and services that are of poor quality
- ▶ Setting a marketing strategy and plan that doesn't tie into the overall goals of the organization
- ▶ Having an inconsistent marketing strategy that doesn't establish a clear positioning (eg. saying you offer a premium product at very low price)
- ▶ Using a marketing strategy that is not understood or supported by your Sales department
- ▶ Using sporadic or non-integrated methods of advertising
- ▶ Not taking the time to ensure your brand promise is being delivered at all points of customer interaction

Are You Ready?

The 64,000 Question

Are you ready to take the next step towards using an interconnected approach to marketing that will help you become better at growing and retaining profitable revenue?

How to Find Out More

If you're really interested...

Setup a free
Interconnected
Marketing Consultation

If you're not ready for a
consultation and would still
like more information...

Subscribe to the B&A
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