



The Message or the Medium - Which is Changing?

I was having a discussion with a fellow marketing professional on Twitter about whether the 4 P's of marketing are still relevant. The discussion then got into how the medium is the problem and not the message that needs to be addressed. I don't agree with this at all. Both are changing and both need to be addressed, this is an important aspect of emotional marketing.

The medium without a doubt is changing. With advertising for both television and newspaper dying out and social media building in popularity the medium is definitely changing. People are moving away from advertising on billboards and radio and are moving towards their own website to communicate, they're posting on YouTube, in blogs, on Twitter, Facebook, LinkedIn and others. The medium is definitely changing and we need to change with it. If we look at recent occurrences, this is already happening. Pepsi, one of the Super Bowls biggest supporters for the past 20+ years, has decided not to place an ad in the Super Bowl this year! This is a significant shift that many may think is a bad idea. However, this is the beginning of a significant movement away from advertising. It's no longer about ads, it's about community and getting people talking, it's about building strong initiatives that make people take notice.

Now for the message. I believe that the message needs to be changed and as I write this, she currently feels that the message is not an issue. The message is definitely an issue! When we communicate we need to be compelling, enticing and attention grabbing, far too many people don't understand that! This is emotional marketing! From headlines in a blog entry, Tweets and newspaper copy, how we communicate is critical, I don't see how you can disagree with this. What we say or write needs to be compelling in nature and grab people by the throat if they are to pay attention to us. Attention spans are getting shorter and shorter; therefore, our content needs to get better and better by being more compelling and more relevant.

As online marketing continues to be a rising trend the content we use becomes even MORE critical as we need to know what to say so that the search engines find and categorize the content. Search engine optimization is one of the most efficient ways to market and the content you write needs to follow in line with the guidance of your SEO expert. Alas, this too is for another article.

In a Nutshell

The medium is changing. For the most part we have followed a 50 year old system that will get us results that we are not pleased with. I should be more precise. The medium isn't changing. It has changed!

The message needs to change. With so many different forms of content out there, how can we possibly compete? We need to be vivid with our communications, enough so that we paint a picture in the



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targets head or even better evoke some sort of emotional response. With emotional marketing our chances of drawing attention and sticking in people's minds will greatly increase.