

## You Can't "Pretty Up" a Pig

I've seen it happen far too many times where a client develops something they are so proud of and now they want marketing to come in and make it look great. Is this the function of marketing - to come in and make something worth buying? I don't think I'd find too many people who'd say the answer is "yes" so why does it happen so often? Because it's easy.

It's easy to put in half the effort and hope marketing makes it fly. When it comes down to your product or service you can't cut corners and you can't rely on marketing to make it better than it is. Choose your specialties and put all you have into making them worth buying.

Let's say we have a technology company that is trying to make a splash in the market. They need to choose a specialty and devote themselves to it. They can't limp in, otherwise they will just be mediocre, at best. They need to put time and money into making their specialty worth buying and only then will people buy it and only then will you have a story to base your marketing initiatives on. If their service or product is really good they can write about it, they can present on it, they can boast about it, their employees can be proud of it, their clients will want to share it, the industry will demand it and the company will prosper. Is this too optimistic? Perhaps, because nothing is that cut and dry. But if you don't spend the time on developing something great and you can't focus your efforts into something worth buying, there's no chance of breaking away from the competition.

The point to take away is to remember that marketing starts with your product, service or idea not the sales sheet. How does that old saying go? You can put a skirt and lipstick on a pig, but it's still a pig...