



# Flux:

How today's marketer can  
cope with high-speed change

If the pace of change has blurred your perspective on how to cultivate customer revenues, Omegapoint offers this clarifying document.

An easy-to-skim guide from

**Omegapoint**

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Introduction: Business Is a Blur

In only 18 minutes, you can focus on the 18 ways that marketing has changed in the last few years.

18

By reviewing the changes that drive results, your options will become clearer, your decisions more strategic.

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"The whole metabolism of the country has changed. So many new things have hit us we don't know what to make of it.

This kind of thing we are going through is a once-every-couple-of-hundred-years transition.

We are in a cultural sea change."

– Tom Peters

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targeting

tomorrow

transition marketing

## Old World marketing

**1a.** Marketers strive for scale and efficiency to bolster margins. Mature businesses are the ideal. Risk-avoidance is key.

**2a.** Innovation is relegated to right brained creatives who reinforce the stereotype that it is mysterious, inaccessible and too spontaneous for average executives.

**3a.** Companies aim to drive profit growth through vertical integration, even though it requires significant capital investment. They do everything – design, manufacture and sell products with their own, internally-controlled resources.

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## New-Era marketing

**1b.** Marketers strive to outperform their industries' median growth by spawning entrepreneurial businesses that grow faster than mature competitors. Risk and 'creative destruction' are embraced.

**2b.** Innovation is recognized as focused on one application and borne from both the left and right brain. Innovation is hard, focused, purposeful work driven by people who go out, look and listen.

**3b.** Companies own none of the resources required to process raw materials; instead, they use their knowledge of the market to leverage the assets of other businesses. Keys: Outsource anything not a core strength, aggregate services to enhance value, preserve margins, seek 'horizontal integration.'

## Old World marketing

**4a.** Marketing decisions are based on historical data -what a product has accomplished and how it has been perceived in the past.

**5a.** 'Push' marketing requires frequent interruption and intrusion in content and programming. Assumes people don't want commercial messaging but will be seduced through forced exposure.

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**6a.** Retailers invest in inventory sufficient to service anticipated in-store customer demand with standardized products.

If sufficient numbers of customers don't come, promotional mark downs train customers not to pay full price in the future.

## New-Era marketing

**4b.** Marketing decisions are strongly biased by what a product's possibilities - what it can *become*. Scenario planning becomes more important than analysis.

**5b.** 'Pull' marketing assumes people will be receptive to advertising if it is relevant to their special interests and they are compensated to interact with it. Every commercial interaction encourages greater customization of message, pricing or product.

**6b.** Retailers develop smaller 'showrooms' with minimal inventory and interactive kiosks that enable products to be customized by manufacturer and shipped overnight. Software anticipates individual purchase cycles. Environment built around education and entertainment.

## Old World marketing

**7a.** Web sites are built to encourage visitors to linger. Length of stay is considered primary. Community is the ideal

**8a.** Marketers think about the customer only insofar as the customer comes into contact with their company, not caring that the transaction is just a way station on the road toward a broader goal.

**9a.** Features are considered the primary reason why people buy products.

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## New-Era marketing

**7b.** Web sites are designed to encourage visitors to sign on, use the regularly updated content and leave. Interaction among site visitors is still encouraged.

**8b.** Marketers think more broadly about the challenges customers face, rather than narrowly about what they can be sold. The concept is to make their lives easier before and after the product is purchased.

**9b.** In certain categories, features are proven to be secondary to cosmetics or the 'brand story'. Cell phone sales, for instance, are driven by fashion, not performance. Evian bottled water commands a price premium despite no tangible product superiority whatsoever.

## Old World marketing

**10a.** Segmentation is the primary approach to increasing sales. Niche marketing becomes de rigueur. Deep and narrow dominates strategy.

**11a.** Companies emphasize their mission statements - which are focused on attributes like quality, efficiency and reliability – to impress customers.

**12a.** Marketing communications process begins by asking the question, "What do we really want to say?"

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## New-Era marketing

**10b.** Ultra-precise target marketing digs such narrow 'holes' in the prospect universe, no growth is possible. Instead, marketers combine disparate features to create highly unique hybrid products with broader appeal. B2B marketers take lessons from carmakers, retailers and other 'fusionaries.'

**11b.** Companies realize customers don't care about mission statements and are cynical about quality clichés. Instead, they discover the importance of making an 'emotional connection' through a brand legend or myth. Storytelling becomes as important as engineering.

**12b.** Marketing communications process begins by asking, "What does the prospect really want to hear?"

## Old World marketing

**13a.** Customer is focused on getting a good buy.

**14a.** Marketers see themselves as 'pushing a product.'

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**15a.** Companies develop marketing plans around product quality and cost.

**16b.** Marketers use the competition as a benchmark for improvement, limiting themselves to incremental copycat enhancements.

## New-Era marketing

**13b.** Customer is focused on deciding precisely what he/she needs.

**14b.** Marketers see themselves as agents for customers - championing their interests, enhancing their access to resources, empowering them with search engines and bulletin boards that help them accumulate info quickly, easily and cost effectively.

**15b.** Companies develop marketing plans that emphasize value creation and speed.

**16b.** Marketers seek to reinvent the game itself, setting up exponential gains. Key question: "What would it take to win the mass of buyers - even without marketing?"

## Old World marketing

**17a.** Marketers hoard their information, withholding it from customers to increase their control over the relationship.

**18a.** Salespeople are encouraged to be aggressive extroverts that focus on asking for the order early and often.

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## New-Era marketing

**17b.** Marketers empower their clients with broad access to information from which a personal database can be built, thus making it easy to tailor products perfectly.

Customer loyalty builds from that relationship.

**18b.** Driven by surveys that prove that customers trust introverts over extroverts, salespeople are expected to be thoughtful interviewers and advance researchers.

Key: 'Earn the right' to ask for the order through careful questioning, third party influence and 'emotional pacing.'

This is a moment of exceptional business uncertainty where strategies and opportunities disappear and business planning procedures preserved from the past simply can't keep up.