

Blink To Bling: Creating A Great Message

By: Douglas Randolph, CEO
Marketing and Management Resources, Inc.

Advertising has three fundamental goals:

1. Inform
2. Position
3. Stimulate Action

Blink. Begin.

The ability to inform consumers about *who* you are and *what* you do is the first consideration in designing your message. This strategy applies to either your company information or the products / services you want to market. This is also called branding or brand awareness.

Position refers to the place *where* your message lands inside the consumer's conscience and *why* they would benefit from the experience you are marketing. Being consistent with your message across all types of media is key to positioning. Is your message cute, creative, memorable? Are you offering pleasure, risk, personal improvement?

Blink. Done.

Your message has either successfully delivered answers to the *who, what, where* and *why* or not. If yes, then the informed consumer may move on to the Bling or at least be a vehicle of your message to other consumers. If no, well perhaps your message is delivered via different media in your campaign or your message does not match the needs or lifestyle of that particular consumer.

Understanding that the word **consumer** is a metaphor for a human being, should help in the construction of your message. What you are offering is interesting, important, meaningful, etc.; start telling people about it! Write like you mean the words, and use multiple, simultaneous, delivery methods; traditional and non-traditional advertising.

Bling. Begin.

When, answers the question the consumer created in blink. Your message has stimulated a need for action. The consumer has moved from interest to desire and your process needs to be clear, simple and within reach. **Poor:** rebates, long-term benefits, rules, rules and more rules. **Better:** call now, exclusive offer, web ordering, and limited availability.

Bling. Done.

Bling is the sound of your door opening, your phone ringing, or your cash register being used. The goal of advertising is to get you customer touches so the consumer can feel your experience. While marketers hope you can convert those touches into sales, advertising effectiveness should be measured not only by a return on investment (ROI) but also by an increase in activity (IA).

Blink To Bling: Creating A Great Message

Worksheet

Blink

Branding is an exercise for your soul. Whatever you do or make can be duplicated elsewhere faster and cheaper. However, the experience you provide a customer is uniquely yours. Communicate conviction. Not good or great.....Amazing!

Why is your brand amazing? _____

Why does your brand matter? _____

The market to believe in is infinite. Position your message in a way that provides something to believe in. Product benefits are boring, human potential is very exciting.

Why do customers love your brand? _____

How does your brand help consumers create great relationships, raise intelligence, etc.?

Bling

Your brand is a place, not a thing. Your message is an interface. Interface implies action. The message needs to kick start a few synapses, which releases a bit of dopamine, and the consumer moves to action.

What do you want consumer to do? _____

When do you want the consumer to do it? _____

How or for how long? _____

Measuring advertising effectiveness is completely ignored by most advertisers. Either they don't know how or they don't take the time. Not all advertising provides the right medium for your message, but advertising done right can create extraordinary activity.

How do you measure advertising effectiveness?

1. _____
2. _____
3. _____