

People-based marketing, everywhere



How to send your marketing
beyond the silos to real people.

Brazilian International Press Association in the United States

J.W. Owens

Building Personal and Business Success.

www.jwowens.com

Home office 561-372-5922

Cell: 863-634-8499



FREE INFO. & TIPS

Join Us or Follow us...

National Community Media Alliance

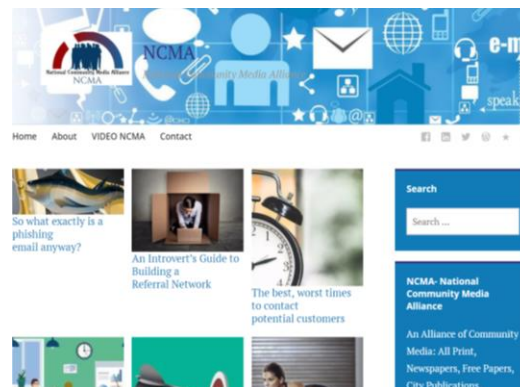
site: <https://www.ncmalliance.com/>

WordPress Blog: <https://ncmagroup.com/>

Facebook: <https://www.facebook.com/NCMAAlliance/>

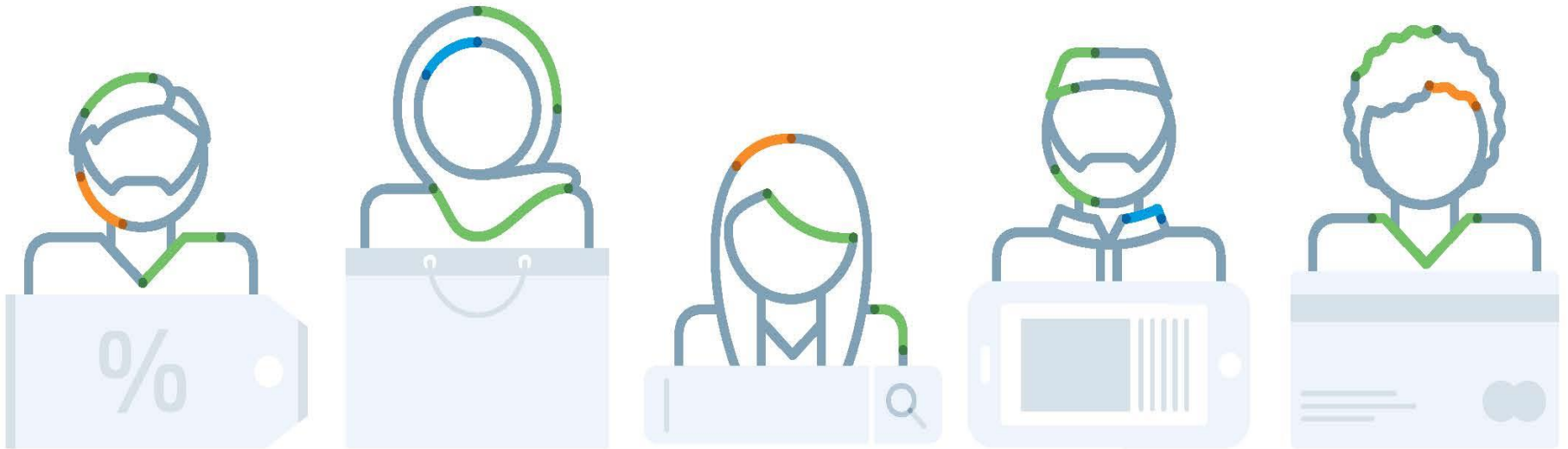
LinkedIn: <https://www.linkedin.com/groups/7070842>

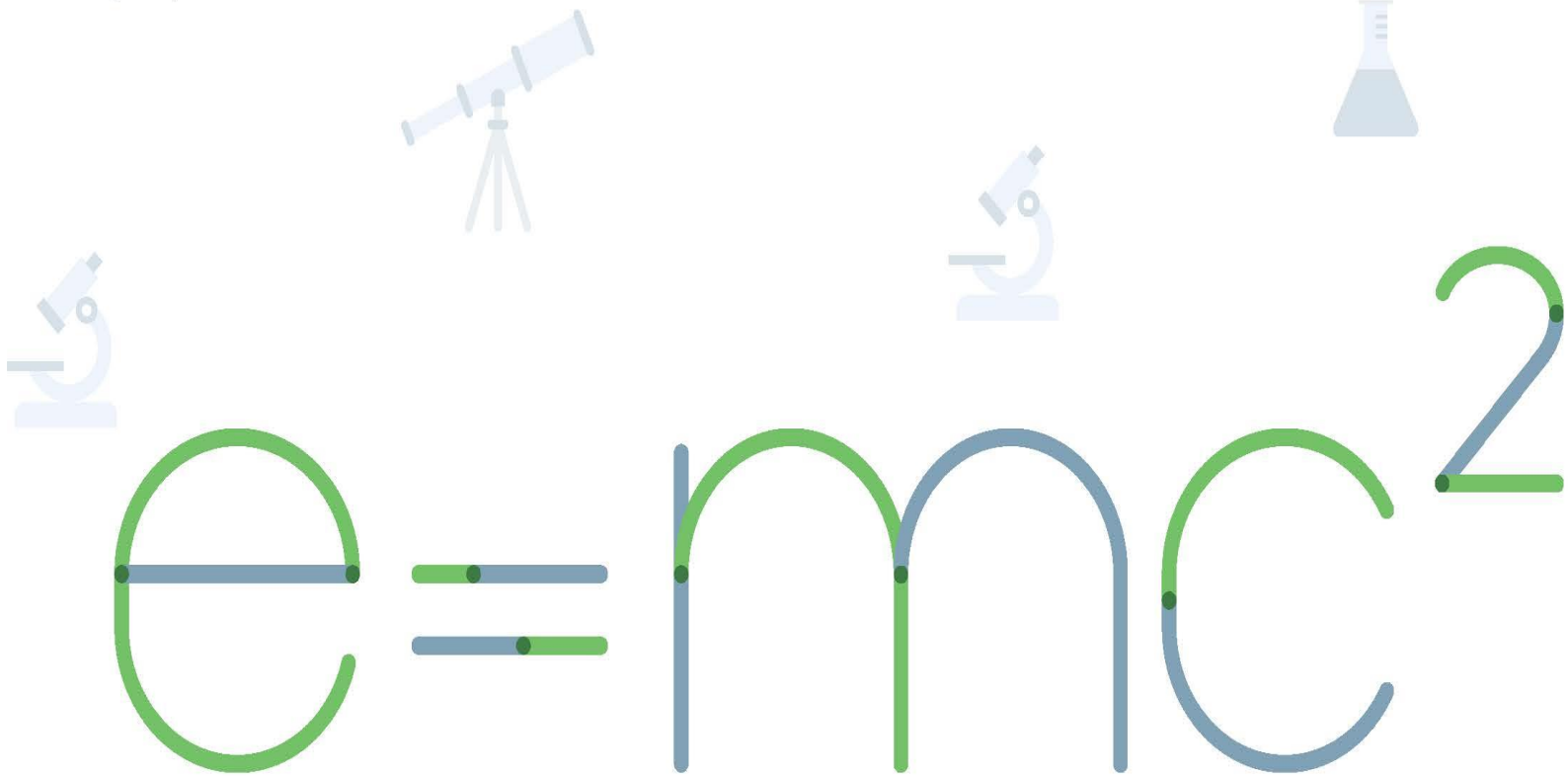
Twitter: <https://twitter.com/NcmaJw>



People-based marketing, everywhere

How to send your marketing beyond the silos to real people.



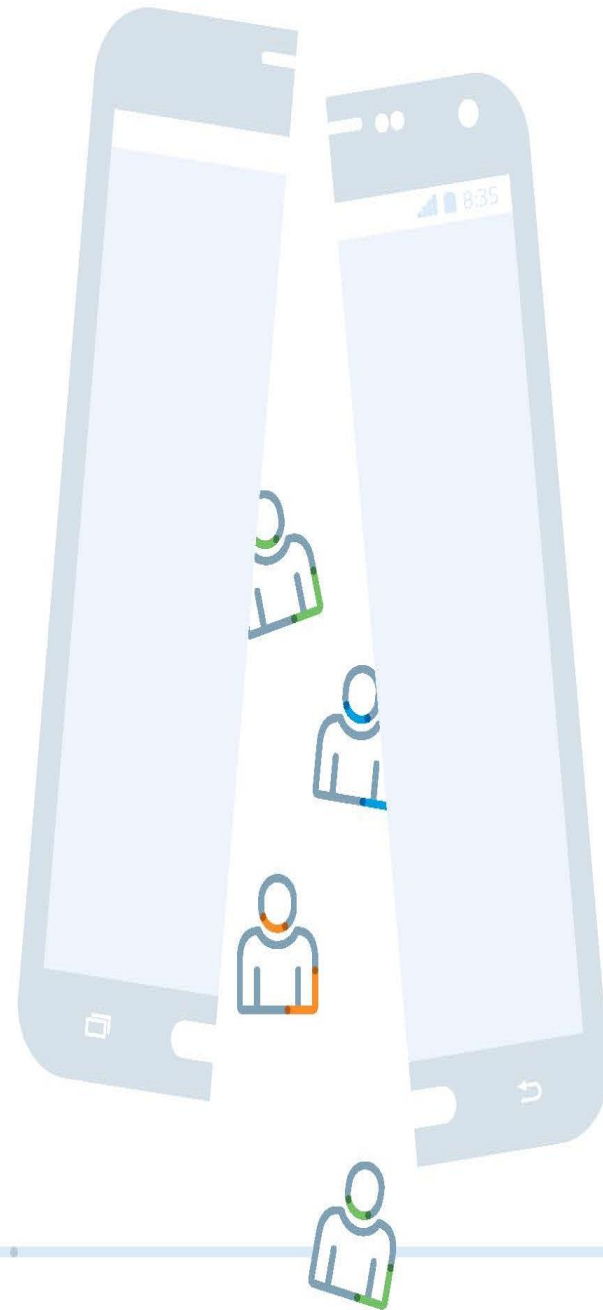


As an idea, 'People-based marketing'
may not sound all that... groundbreaking.

After all, surely the purpose of all that investment in MarTech and data-driven techniques was to help you reach actual, human, people.



It's why we all love and rely on the vast, people-based networks of Facebook, Google and Twitter. They let us cut through the operational noise of all the devices and browsers and channels and so on.





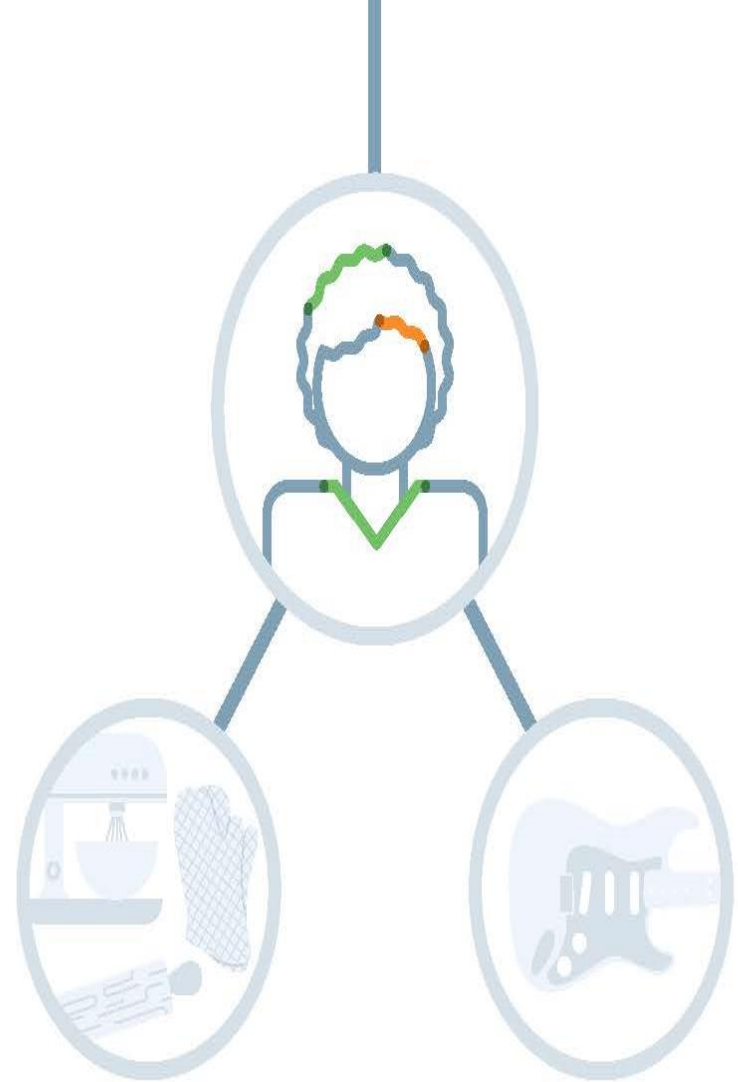
Finally, all that marketing
intended for people can
actually reach the people
it was intended for.
But here's the thing...

The background features several light blue concentric circles of varying sizes, some of which are partially cut off by the edges of the frame. Two of these circles have clusters of dark blue arrows pointing towards their centers. One cluster is located in the upper left quadrant, and the other is in the middle left. A thin, light blue horizontal line spans the width of the image near the bottom, with a small dark blue dot centered on it.

The vast majority of people-based marketing – marketing that targets and reaches real people with the most relevant messages – is confined to just a handful of silos.

In practice, the only places in which people-based marketing actually works are the places where you have:

- a complete understanding of the people you're marketing to
- the ability to then reach precisely those people.

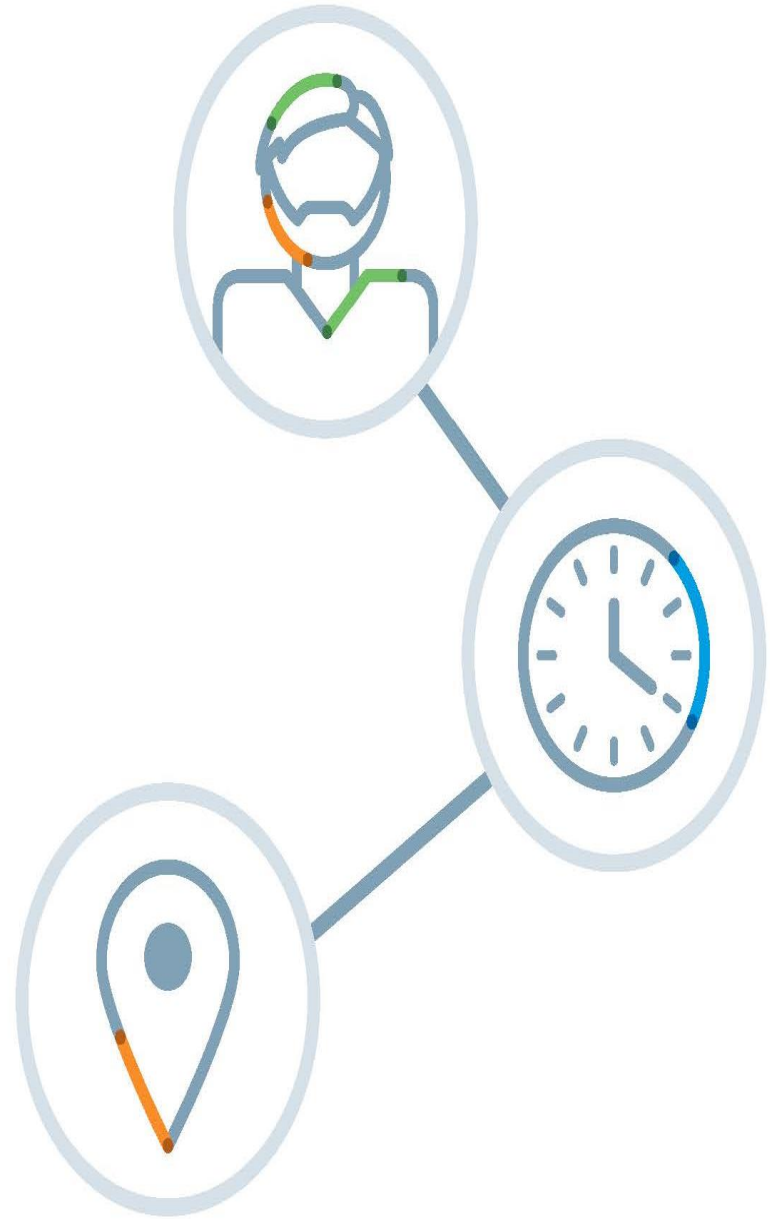


Call us idealistic,
but shouldn't all
marketing be
people-based?



Wasn't the whole vision of digital,
data-driven, tech-powered marketing
about reaching the right people, at the
right time, in the right place?

Didn't the vision go something like this?





Geoff's been browsing trainers on his phone and tablet. When Geoff is reading the news on his desktop he gets an ad that says: "Hey Geoff, here's 20% off trainers from us."

So, what happened





Here's the problem –

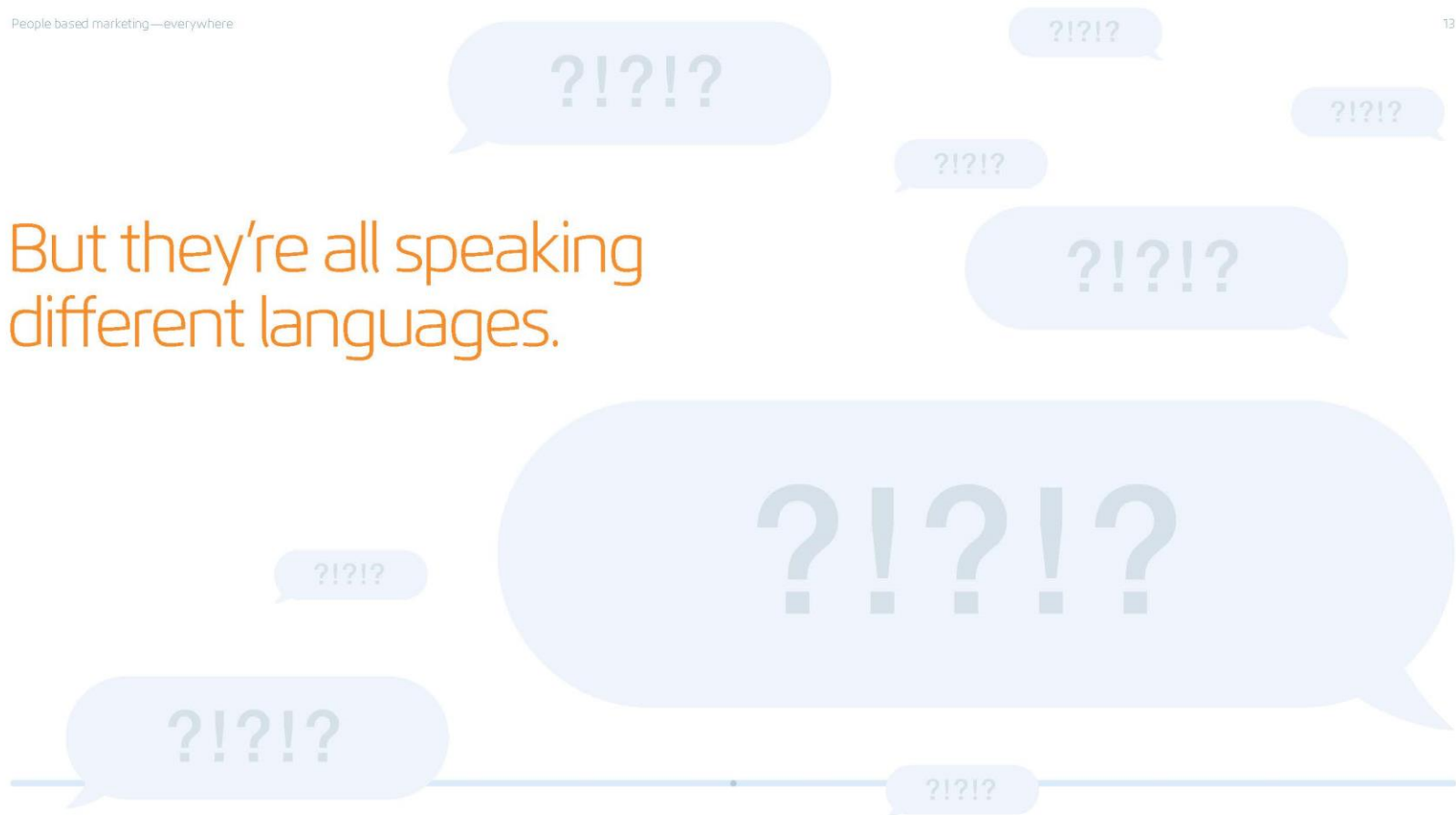
the ground reality of digital marketing today is characterized by a huge number of different platforms and channels and data sources.



Which means all you really have to work with is a disparate collection of digital and offline IDs – all of which identify the people you want to reach in their own unique way.



But they're all speaking
different languages.

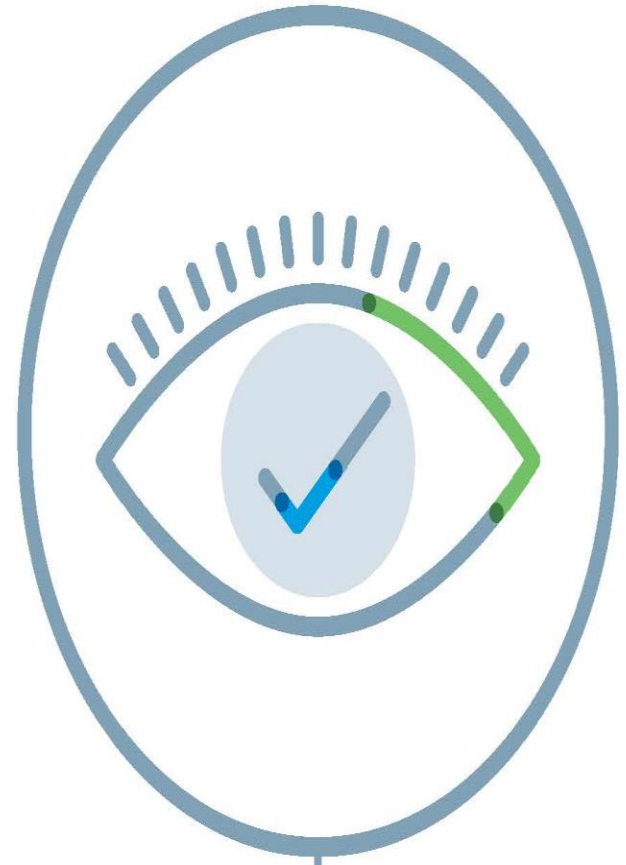


And until we find a way to tie all those IDs back to real, human people, we'll only ever be able to do people-based marketing inside a handful of silos.

And the vision of reaching the right people with the right message wherever they are will continue to be is just that – a vision.



Here's what it takes to finally turn this nearly decades-old vision into a reality.

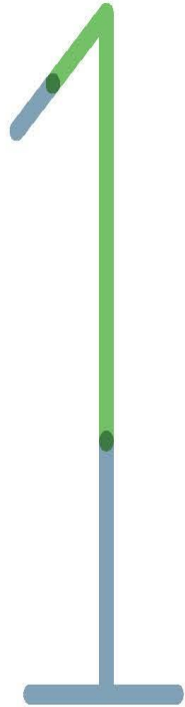


It's called Identity Resolution.
And it does exactly what it sounds
like it does – it resolves identities
across all channels, platforms and silos.
Which means you can do privacy-
compliant, people-based marketing
not just somewhere, but everywhere.

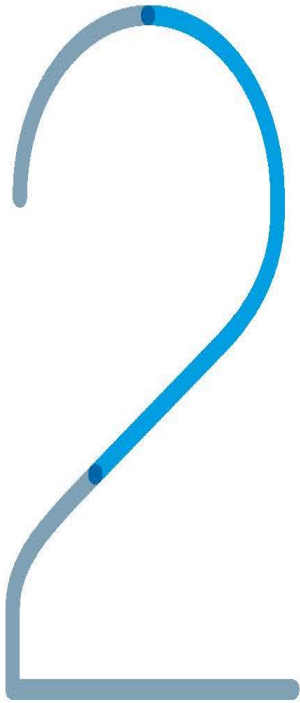


This is big, because it hands you
three boss-level abilities:



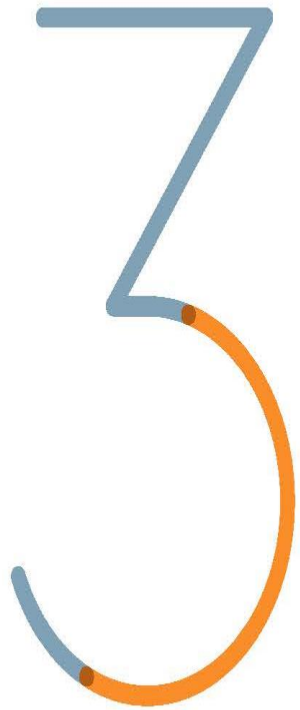
A large, stylized number '1' is positioned on the left side of the slide. It is composed of a green upper segment and a blue lower segment, separated by a small black dot. The top of the green segment is angled, and the bottom of the blue segment is a thick horizontal bar. Another small black dot is located on the green segment near the top.

You'll know who you're targeting,
wherever you're targeting them,
with an omnichannel,
privacy-safe link to identity.



2

You can personalize everywhere
by recognizing your customers
and best prospects across channels.

3

And you can measure your impact on sales by linking exposure and purchase data back to real people.





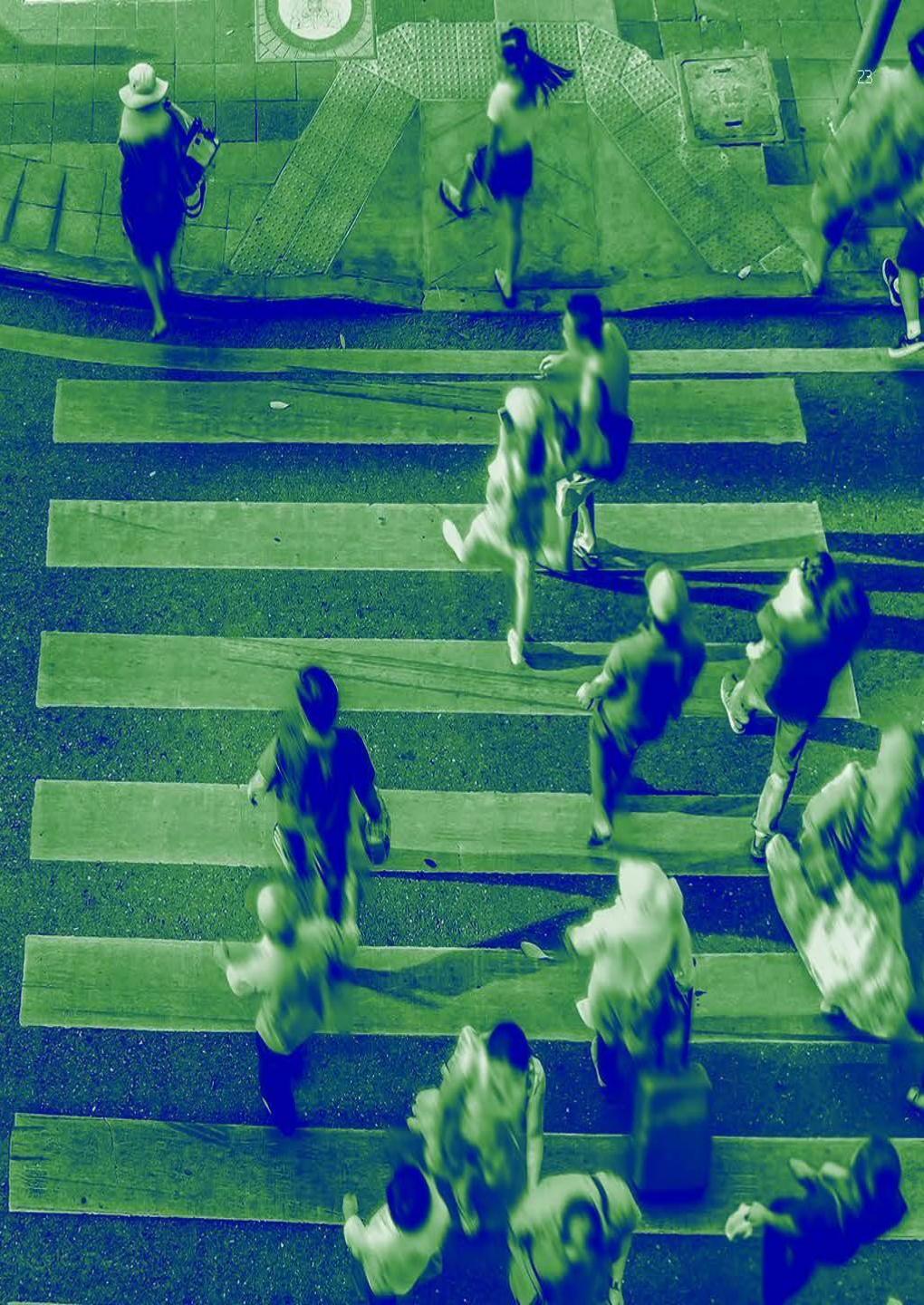
Having those abilities means you're working in
a world where all of your marketing is relevant.



here

is why this matters

It matters because
it gives you untold
choice and flexibility
when it comes to
your marketing mix.

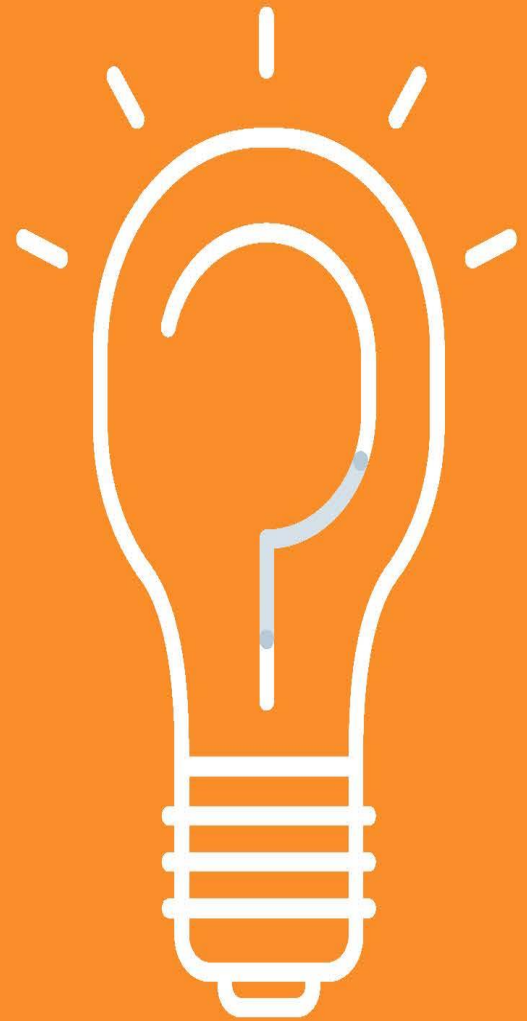


It matters because it means your customer-centric marketing strategy can actually be customer-centric.



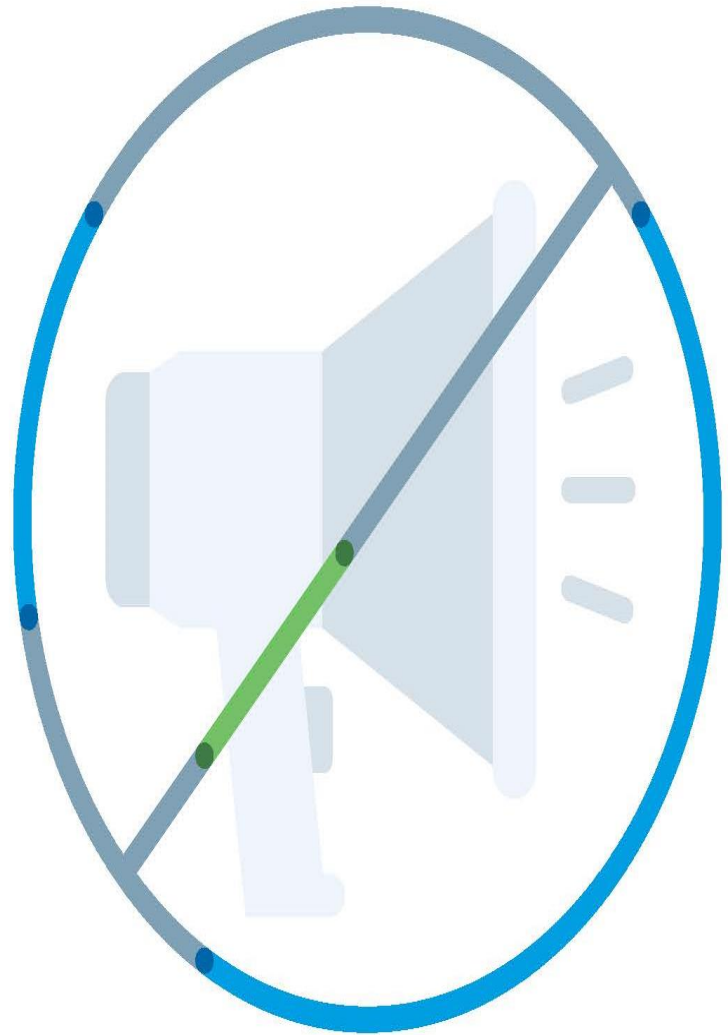
And those are great things.
But there's a bigger reason.

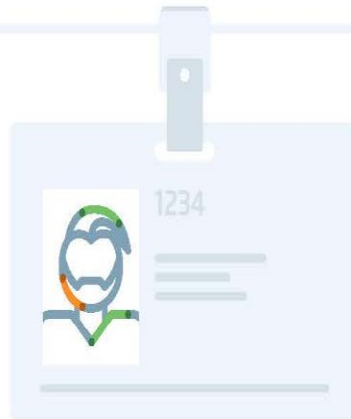
You might call it the “Are You Paying Attention
Because This is the Reason it Matters Most” reason.



It was the original promise of digital marketing:

to replace your megaphone with tailored messaging powered by the detailed insights you had into how your customers behaved, what they responded to, what they were likely to buy and when.



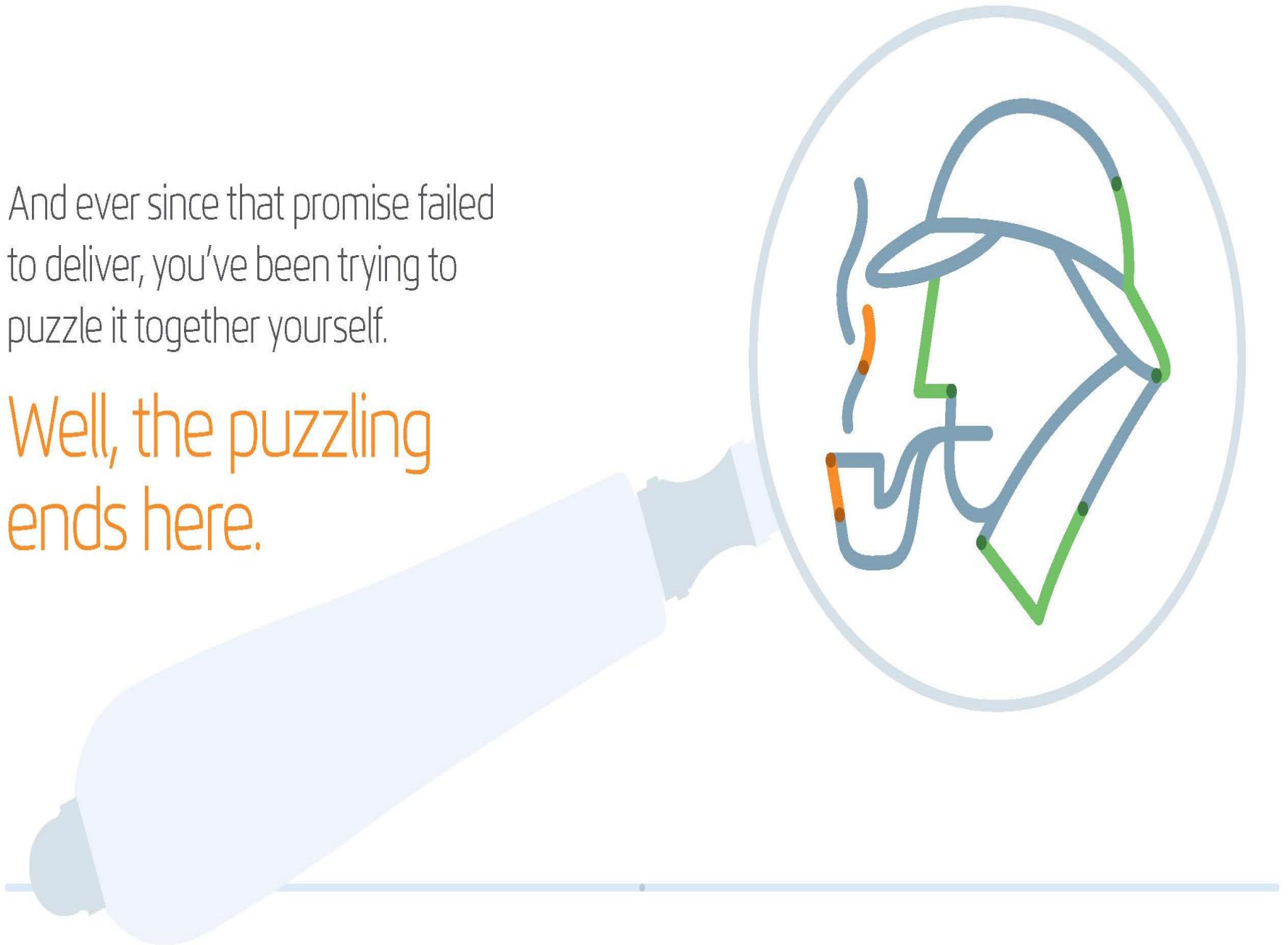


But this never really
materialized, because
Geoff wasn't Geoff.

He was ID1234. He was also ID5678,
and for that matter, ID928oifnp29h3# –
but you had no way of knowing.

And ever since that promise failed to deliver, you've been trying to puzzle it together yourself.

Well, the puzzling ends here.



Identity Resolution turns your sprawling mess of fragmented information into actual human people.

And it's people, not devices, who have wants and needs, and regularly run out of toothpaste.

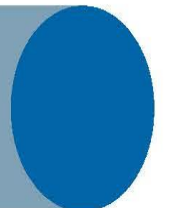
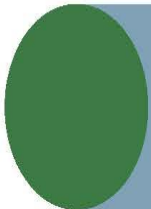
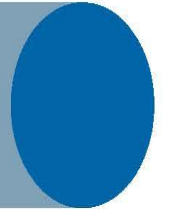


And what are we all doing if not striving to show more people more of the things that are right for them?

In fact, if 'people-based marketing' doesn't sound all that groundbreaking, that's because it's what we should have been doing all along.



Marketing was always



Marketing was always

meant to be this way

Marketing was always

meant to be this way

And now

Marketing was always

meant to be this way

And now

it is

If you found this post helpful, you may also enjoy these articles:

[Top 5 Things Your Newspaper Can Do NOW On Social Media!](#)

[7 Social Media Customer Support Secrets That Never Fail](#)

[Why You're Not Getting Customers From Social Media](#)

[More and more people get their news via social media. Is that good or bad?](#)

[PICK ME! UNDERSTANDING SOCIAL MEDIA MOTIVATION](#)

Over 50 more articles on Social Media

<https://ncmagroup.com/>

What ideas would you add to this list?
Let us know !



Thank You for Your Time

**Good
Selling !**



J.W. Owens - 561-372-5922
results.jwowens@gmail.com



**Customers only
think problems -
you have to
provide their
solutions**

Disclaimer: The information contained in this presentation is intended solely for your personal reference. Such information is subject to change without notice, its accuracy is not guaranteed and it may not contain all material information concerning J.W. Owens. The Company makes no representation regarding, and assumes no responsibility or liability for, the accuracy or completeness of, or any errors or omissions in, any information contained herein. In addition, the information contains white papers, shared presentation from others, industry material, public or shared information from others and J.W. Owens that may reflect the his current views with respect to future events and performance. This presentation does not constitute an offer or invitation to purchase or subscribe or to provide any service or advice, and no part of it shall form the basis of or be relied upon in connection with any contract, commitment or decision in relation thereto.

FREE INFO. & TIPS



Join Us or Follow us...

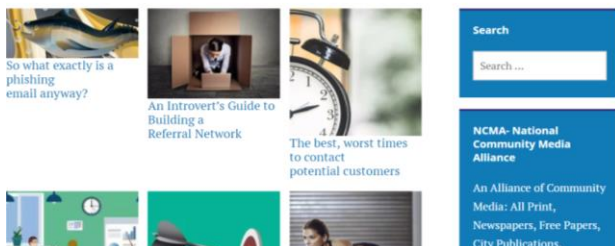
National Community Media Alliance

Website:

<https://www.ncmalliance.com/>

WordPress Blog:

<https://ncmagroup.com/>



Facebook: <https://www.facebook.com/NCMAAlliance/>

LinkedIn: <https://www.linkedin.com/groups/7070842>

Twitter: <https://twitter.com/NcmaJw>