

MARKETING SYMPHONY

Why Marketing Fails... and Why We Succeed

How does the marketing of most organizations' sound? It sounds like the cacophony of noise that greets the concertgoer when taking their seat before a performance. Although the musicians may be creative and brilliant, they are playing independently of each other, without true direction and rarely in concert with another instrument.



However, when the conductor appears on stage and the score is opened, we move from a cacophony of noise to an integrated orchestration. It's a symphonic harmony that has the ability to move us to praise and ovations.

So what has changed? Three things:

Synchronized Orchestration • Compelling Communication • Instrumental Harmony



1. The musical score orchestrated the disparate musicians, brought order out of chaos, progression out of uncertainty, sequence out of randomness, and power out of weakness. Your score is your strategy. Your strategy will dictate your tactics just like the musical score orchestrates the playing. Creativity is birthed out of strategy. Unfortunately, organizations often allow their tactical instruments, resources, or purchases to dictate their strategy. It would be similar to a trumpeter deciding to lead the orchestra because he can make a very loud noise.

Marketing Symphony has a proven methodology to compose your strategy that is collaborative, actionable and codifies the essence of who you are in a way that is communicable by others to your target audience. This is your Strategic Marketing Action Plan – SMAP

2. The notes on the score communicated a compelling story. Books that have well written ideas in words and sentences can weave enthralling tales. Movie scripts with gripping dialogue and action can have us on the edge of our seat. Likewise, an arrangement of well-composed musical notes can move the heart, mind, and soul of the audience. Marketing Symphony believes every business has a great story to communicate. Unfortunately, few do it well. Music, books, and movies all have structure: a beginning, middle, and an end. They must resonate in our minds, our hearts, and our souls if we are to be moved emotionally, with reason, and in our spirit. Sadly many organizations' "core story" is often as tepid as the latest superficial pop tune or as complex and grating as a steel mill in full swing. An integral part of Marketing Symphony strategy development process is the compelling notes, the persuasive message, the irresistible music that we compose that will be uniquely yours. We call this the Compelling Core Story Development – CCSD

3. There was an orchestrated symphonic harmony between the instruments as they played together! There are four parts of an orchestra that must learn to effectively play together: the strings, wind, brass, and percussion. There are also four parts to marketing that must combine together successfully to transform your target audience. Music has the power to change us. Powerful marketing can change a suspect into a prospect, stimulate a felt need, and make them a customer by closing the sale, contract, or transaction.



Finally, they can become a loyal advocate through experiencing great service or superior products.

Great music is never composed from a single note or rarely played on one instrument. Great marketing is rarely one single isolated message communicated through one single instrument. Marketing is everything you do, (and everything you don't do) because everything you do sends a message. Your brand, the outside perception of who you are is the combination and assimilation of all you communicate implicitly and explicitly. Marketing Symphony is unique in its approach to building an "orchestra" of appropriate marketing instruments. By comparing your current and planned activities to the 166 marketing instruments available, the final component to your strategy is complete with our proprietary Marketing Instrument Audit – MIA



Not only is the selection of instruments critical,
but the combination and deployment are just as important.

As in an orchestra, the right instrument when effectively combined with another and played (deployed) properly, multiplies the power of the instrument.

Finally, a key component in the selection process is understanding where the power of the instrument lays ... in its ability to interrupt, inform, interact or transact (close).

Many symphonies have four movements ... marketing has four primary "movements." You will find that different instruments have power in different "movements" of the marketing cycle. For example, the power of a billboard is in its interruption, the power of the web is its ability to create interaction, the power of a thank you card is in furthering the relationship. The power of publicity is both to interrupt and inform with very high credibility. The marketing movements build this progression:

- A. Create Interruption to get attention with your target audience**
- B. Convey Information effectively to establish credibility**
- C. Cultivate Interaction to build a relationship**
- D. Close the Transaction to create a customer**

One must have instruments in all four sections to be effective in our marketing.

In summary, Marketing Symphony was fashioned to prevent our clients falling into one (or more) of the three major marketing deathtraps. As the Founder and "Principal Conductor," I have seen too many businesses, both large and small, hi-tech, low-tech or no-tech, private and public, established or new, fail to achieve their potential because of the same three key issues:

- 1. Weak (or no) codified strategy in the form of an implementable action plan**
- 2. A story that is neither compelling, persuasive or perhaps even relevant**
- 3. A poor selection, combination or deployment of marketing instruments**

Our unique strategic process removes all three pitfalls and orchestrates a strategic implementation plan to move mind, heart, body, and soul of the audience into action.

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