

# Sales & Marketing eBulletin

*A quarterly eBulletin from the people who bring you the  
Sales & Marketing Executive MindXchange*

*March 2008 Vol1/Issue 2*

## It's Still the Fundamentals

By **Bill Archer**

*Vice President, Global Marketing*

Frost & Sullivan

A number of people have asked me lately, what's new in marketing? The answer I give them is, "The tools are better, but the fundamentals have stayed the same." It is easy to get hung up on new technologies that offer enhanced communication, but the fundamentals of marketing are just as true today as they were decades ago.

I remember sitting on panels, listening to people talk about how the internet was going to dramatically change our lives. We could reach out to millions of buyers with just a webpage, email would allow us to get our message out to millions of eyes, and the money would just start pouring in.

The internet and email have made it easier to reach out to a myriad of buyers, but the fundamentals have not changed. You still need to know your target audience and what drives their buying behavior. You still need to know your competition and their market positions. You still need to know the strengths and weaknesses of your product position and how to position value in the minds of your target audience. The fundamentals have not changed, regardless of what communications media we use.

If we have effectively captured this information, the impact of our marketing messages is much greater, and we are much more successful in achieving our objectives. Creating an email campaign, for example, that targets thousands of prospects is easy, but it still comes down to identifying those individuals that clearly benefit from your solution, and constructing a message that resonates in their minds.

Within my own marketing team, I tell them "Less is more." It is important to have a well-focused campaign that targets a clearly defined group of prospects that can benefit from our solution, and create a crisp, tight message focused directly at their needs. You cannot substitute volume for quality. It does not matter the media you use, or if you leverage RSS feeds, email campaigns, or a variety of interactive communications. To achieve your goals, you still must first target the right audience and then present a message that clearly demonstrates value.

This is not new; we have known for years that you need to understand your market and communicate value. The same thing is true for every single piece of marketing communications; you must start with a prospect's needs and perceptions, and construct a meaningful message if you hope to see positive results.