



WHY BOTHER WITH MARKETING IN BUSINESS?

by Christopher Melotti

7 “Why Marketing?”s that
will give you your answer.



So, you're here. Welcome. 🙌

Let's talk "Why Marketing?"

I know. Why bother?

It's the first thing people cut in a pinch and the last thing businesses seem to think of.

I hear you. It can seem like a cost – rather than a smart investment.

So, do you actually need to bother?!

Look... there's a simple and a complicated way to say this, so why don't we start off with the simple one:

The market is noisy. Saturated, crowded, hyper-competitive. NOISY.

You know it. You've seen it. You're living it, right?

It's a feeling you're probably familiar with already, but let's paint that picture:

You came up with this amazing offering – your service, platform, solution, product – whichever it may be. Of course, you want HEAPS of potential customers to notice, nay, choose this offering that you've put a lot of time and effort into.



But there's a lot between you and your customers –
it's almost never a direct line.

There's:

- competitors (who think their offering is just as good as yours),
- an abundance of information (that influences buying decisions) and
- other economic circumstances (which can lead to objections).

With all these factors standing between you and the ideal customer, it's crucial to find a way to be heard and subsequently, noticed, remembered and chosen (over and over).

That's why you need to **BOTHER** with marketing. Because it solves all of those frustrating challenges stopping your business from growing.

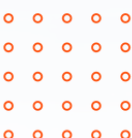


That's the quick answer.

Am I making sense so far?

But now that we're talking, let's discuss all the **WHYs** of marketing, starting with your ideal customer persona and ending with the overall impact of your marketing on your business outcomes.

Now you're ready for the real answer. Take a walk – or a page flip - with me!



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BECAUSE #1: The Power Of A Defined Customer Persona Gives Direction



You need (to bother with) marketing because you want to target the right people or niche.



Sounds simple in theory, right?

But you'll be surprised with the number of businesses that miss this mark.

“Target everyone!!! We want them all!”

Wrong.

All effective marketing strategies begin with a clear understanding of the specific target audience. This is how you ensure that no precious resource is going to waste because you are:

- addressing the RIGHT pain points,
- sending the RIGHT messages and
- resonating with the RIGHT audience.

If you and your team don't know who you're aiming for, you'll be trying to aim in the dark. With a blindfold. At night. In the woods.



If I were you, I'd be thinking: "that's not something I'm willing to gamble my time and money on."

However, with a clearly defined customer persona, you can align your marketing strategies and position your offerings to resonate with your target customers.

The result:

- ✓ increase customer satisfaction
- ✓ boost brand loyalty
- ✓ drive repeat business
- ✓ earn positive word-of-mouth referrals
- ✓ and a lot more!



Alright – that's one key reason to bother with marketing:

A defined customer persona that fosters meaningful relationships with your audience will optimise your marketing strategies and ultimately drive business growth.

Onto the next!





BECAUSE #2: Articulating Your Unique Selling Proposition Cuts Through Noise



Next up: you need (to bother with) marketing because you want to stand out in a crowded market and make your business the go-to choice for your target audience.

At the heart of effective marketing is a clear and compelling Unique Selling Proposition (USP) message.

This is what sets you apart from the competition and gives customers a reason to choose you. And let's be honest – we're all in it to be chosen. Right?!

People don't choose you if they don't understand you, and what you can do for them. It's as simple as that.

So, your USP should:

- highlight your distinctiveness,
- speak directly to your audience's needs,
- be relevant to the market, and
- guide your entire marketing, branding and messaging.





Think of it as a guiding principle. A way to emphasise your unique qualities, making your offering utterly memorable.

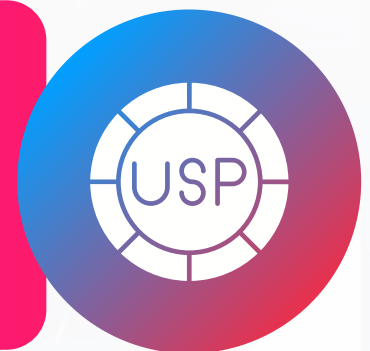
And what happens once you have your USP messaging nailed?

Well, for the most part, it will be easier to communicate the value you offer. Pitching your offering will be second nature to you if you have this by heart.



But beyond that...(of course, there's more!), a clear USP brand message will:

- ✓ increase customer attraction AND retention,
- ✓ enhance brand loyalty, and
- ✓ improve market differentiation.



And yes – all these ultimately drive sustainable business growth.

Isn't that the dream?! I know it's certainly mine (and every other business owners' too!).



BECAUSE #3: Consistency In Branding Makes You Remarkable



Actually, scratch the dream part – it needs to be a REALITY.

That's where marketing consistency (that leads to powerful memorability) comes in.

Yes, you need (to bother with) marketing because consistency in branding builds trust and recognition in the market.

You can't just wing it. People ignore or overlook brands that do that.

Strategic marketing prioritises consistent branding – this is how you create a cohesive position that your customers will easily recognise and remember.





Here's why that matters:

Brand consistency

- ✓ builds trust,
- ✓ enhances recognition,
- ✓ strengthens brand identity and
- ✓ improves customer experience.

How does that actually work in real life, you ask? Just think about the brands you know and love. What do you love most about them?

Okay, keep thinking about that...

Now, back to the point: **BE. LIKE. THAT. BRAND.** (Or aim higher and don't stop until you know that your brand is even better!)



People remember brands that are clear and consistent.
It makes you hard to forget, really.



One of the best ways to achieve success is through consistency. Consistency across multiple touchpoints: from the moment customers see you online to the moment you pick up the phone.

Consistency across multiple channels: a website as great as your social media – that's how you do it!

Consistent branding is a cornerstone of effective marketing that builds trust, recognition and loyalty.

And this consistency works best when paired with an amazing narrative. Interesting, right?! Keep scrolling...





BECAUSE #4: The Role Of Effective Storytelling To Stand Out



Ah yes, storytelling.

Because people don't fall for generic marketing strategies anymore. They will only choose you if they get you and/or if you make them feel that you get them.

Yet another reason to bother with marketing: it's because marketing allows you to harness the power of brand storytelling to create emotional connections.

At the end of the day, most buying decisions will be fuelled by emotions. This is why we remember ads that tug at the heartstrings, send empowering messages or spark a sense of curiosity.

Marketing today is about telling powerful stories.

That's what people love – that's what your customers are looking for.

Stories intrigue. They draw you in... well, if they're well crafted, that is. When you tell stories effectively, you create a lasting impact on customers. This is how you:

- ✓ humanise your brand (a must-have in a world of spam)
 - ✓ elicit emotions (a key factor when people decide)
 - ✓ convey value and purpose (this one – pretty self-explanatory)
 - ✓ differentiate your brand (that story is uniquely yours!)
- ...and most importantly...
- ✓ create memorable experiences.

A brand is more likely to be remembered when it's associated with strong emotions – so, be that empowerment, joy, connection – anything relatable!

So, why bother with marketing? Because it empowers you to share impactful narratives that foster meaningful relationships with your audience and elevate your brand.

BECAUSE #5: Leveraging Data to Create an Advantage



So, the previous one was a bit on the emotional, touchy-feely side.

Now, let's talk about something that makes marketing a science, too: DATA.

Yes, hard numbers. That's one more reason to bother with marketing.

So here's a good one

72% of customers say they only engage with personalised marketing.

That's something data can empower you to do!

You need marketing to leverage data-driven insights, which are key to understanding market trends and customer behaviours. This understanding leads to more effective marketing decisions and drives competitive advantage.

The information you know about your customers, your competitors and your industry – all these can be leveraged through marketing so you can get ahead and achieve your goals. And if the first thing that came to mind when you saw 'goals' was sales – we're on the same page!




Marketing involves a lot of strategy. Which means it needs to be backed by data.

With the data that you most like already have, you can create personalised experiences through marketing that will:

speaking directly to your audience's needs

boost customer engagement

create better competitive positioning

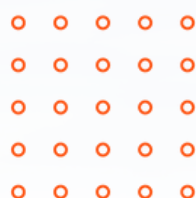


With a data-driven approach, alongside everything else I've discussed above (NO NEED TO SCROLL UP, HERE'S WHAT WE'VE COVERED SO FAR:

- defined customer persona, clear USP,
- branding consistency and effective storytelling),
- you can maximise your resources and optimise outcomes from marketing.



With me so far? Great! Let's continue.



BECAUSE #6: The Impact of Digital Marketing Online



I've been talking about marketing in general so far, but we all know where your audiences are easiest to reach: through their phone or computer screens.

In fact – that's probably where you're reading this right now. Right?!

So, if I reached you through this channel, chances are, your customers are also on their screens, digitally interviewing you. Probably right now!

Which leads to the next reason why you need to bother with marketing: it's your way to reach a broader audience and drive engagement in today's world.

Digital marketing enables you to connect with your target audience in meaningful ways across multiple platforms. It's like facilitating a two-way dialogue and fostering lasting relationships (that leads people directly to you)!





With digital marketing, connecting with audiences is more convenient, scalable and faster.

However, the fact that both your customers and competitors recognise its value is a double-edged sword.

- For one, customers will look for you online, which means you can take control of what they will find out about you.
- For another, it's a space where your competitors are as well – which means your marketing needs to be louder and more impactful if you want to be heard.

But once you've successfully invested in digital marketing, the results are totally transformative, including but not limited to:



improved brand
visibility



enhanced customer
engagement



robust lead
generation

If you want to maintain a competitive advantage in today's digital world – well, I've already said it, but I'll say it again: focus on your (digital) marketing.





BECAUSE #7: Real World Networking Works Really Well



You need (to bother with) connective marketing because you want to mingle with the right people.

Post COVID-19, networking – especially in-person networking – is trendy again. Horray!

Humans are tribal, and we love to connect. So it's no surprise that the best business happens when we meet and chat (over coffee, a golf ball or even at a bar) – yes, this is also marketing.

While digital marketing is great, picking up your confidence and your business cards, and heading out the door is a marvellous and very effective way of marketing too.





Why? Because people buy from people today

- We respect people who impress us when we're talking.
- We love to discuss situations and solutions rather than be sold to.
- We appreciate seeing body language and expression.
- We follow key opinion leaders because they have opinions that lead, and we want to know what they think.



Think of all the products you've bought. All of the services you've taken up. Any of the software subscriptions you've chosen – chances are that you have someone in your circles who recommended them... or at least helped you tick the box in your due diligence process.

Well, that's what you want for yourself – to get out there and create a professional identity that people can witness when you're networking.

**This is the marketing cherry on top for your business.
Mingling with the people who matter most to you.**

But it's not just about going to every event. That's exhausting, even for an extrovert like me!

However, it's yet another powerful nudge to choose marketing: because it brings you towards the communities of living, breathing customers who are your ideal clients, and gives them another reason to choose you.





Ok, so in summary: why do you need to BOTHER with marketing?



If you want to raise brand awareness with customers, you need marketing.



If you want to convert leads into paying customers and advocates, you need marketing.



If you want to stand out from competitors, you need marketing.



If you want to extend your market reach, you need marketing.



If you want to build a strong business and grow, you need marketing.



If you want to be remembered and respected, you need marketing.



If you want longevity and want to lead your space, you need marketing.



And if you want to do it well, you need someone you can trust (oh, pick me!)





Seven key reasons to do marketing – and that’s a wrap!

I’ve been in the marketing consulting space for over two decades now and I can confidently tell you that these reasons constantly push me to work hard on marketing (both for my own business and those ambitious brands who let me work on theirs).

So, now that we’ve addressed the whys – the logical step is to ask “HOW?”

How can you make marketing work for your business?

Nothing

Should you do nothing? NO WAY. You’ve seen too many WHYs above to tell you why you should take action.

YOURSELF

Should you do it yourself? That’s a fair option... I guess. But there’s a reason why, as a Marketer, I don’t do my accounting or my legal work. It takes too long and when you’re not a pro in the area, it really isn’t business smart...



Should you work with someone who has tonnes of experience with marketing? (And I say this both as a marketing expert and a person who understands how tedious marketing can be) – **THAT’S THE BEST OPTION.**





And that's where I come in.

As a Marketing Consultant (I know that sounds stuffy, but hear me out), I'm here for you, your brand and your business as an extroverted energiser.

I'll give your marketing a vibrant dose of results-driven vigour aimed squarely at your goals.

I've rambled on for several pages because I am hyper-passionate about marketing and I'm committed to empowering brands to break free from status quos with NOT JUST marketing but, STRATEGIC, ENERGISED marketing THAT GETS RESULTS.

And yes – we can cover everything from customer personas to digital marketing strategies.

So...are you ready? Let's make magic happen!



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