

Your customers are smarter than you think - talk to them better

By Laura Owings Rawden 8 Jan 2018

Marketing is all about crafting the right message for your audience. And since the dawn of the *Mad Men* age, there's been no limit to how we do that - until now.



Laura Owings Rawden, director at Locomedia.

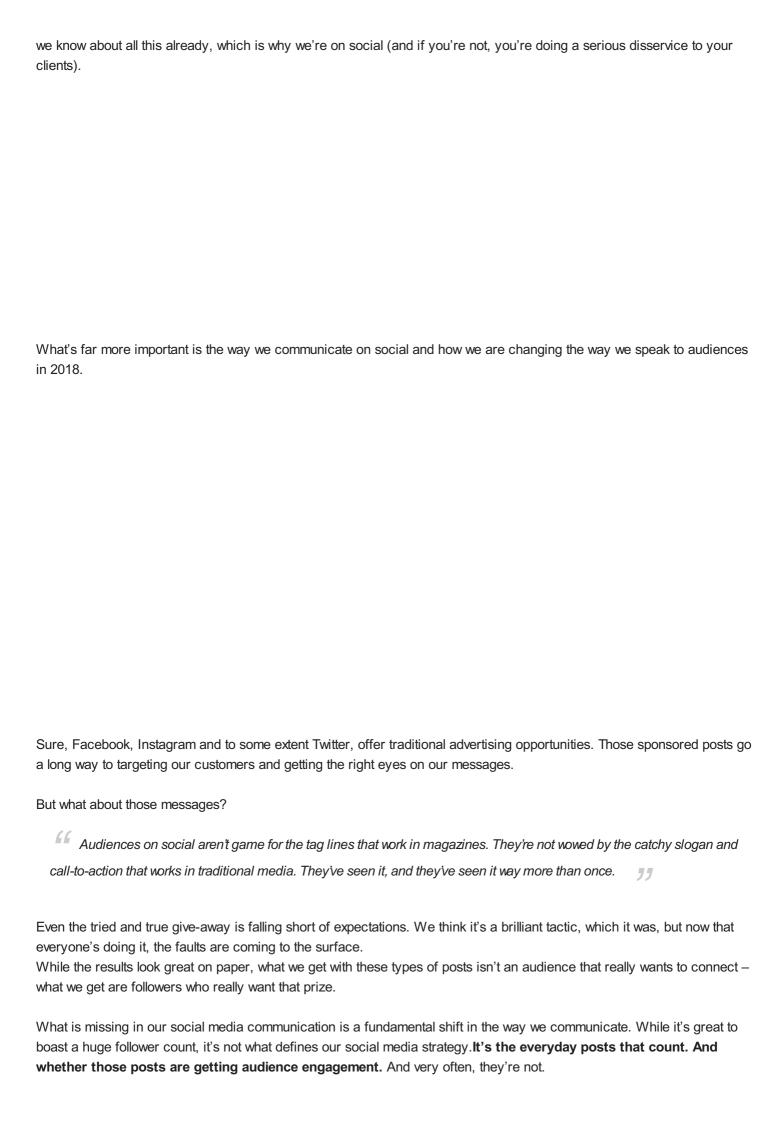
With radio, TV and print saturating our daily lives, and billboards that wrap around entire buildings, we've been challenged to up the ante in our communications. Catchier slogans, stronger calls-to-action and even better-looking models are how we keep one step ahead.

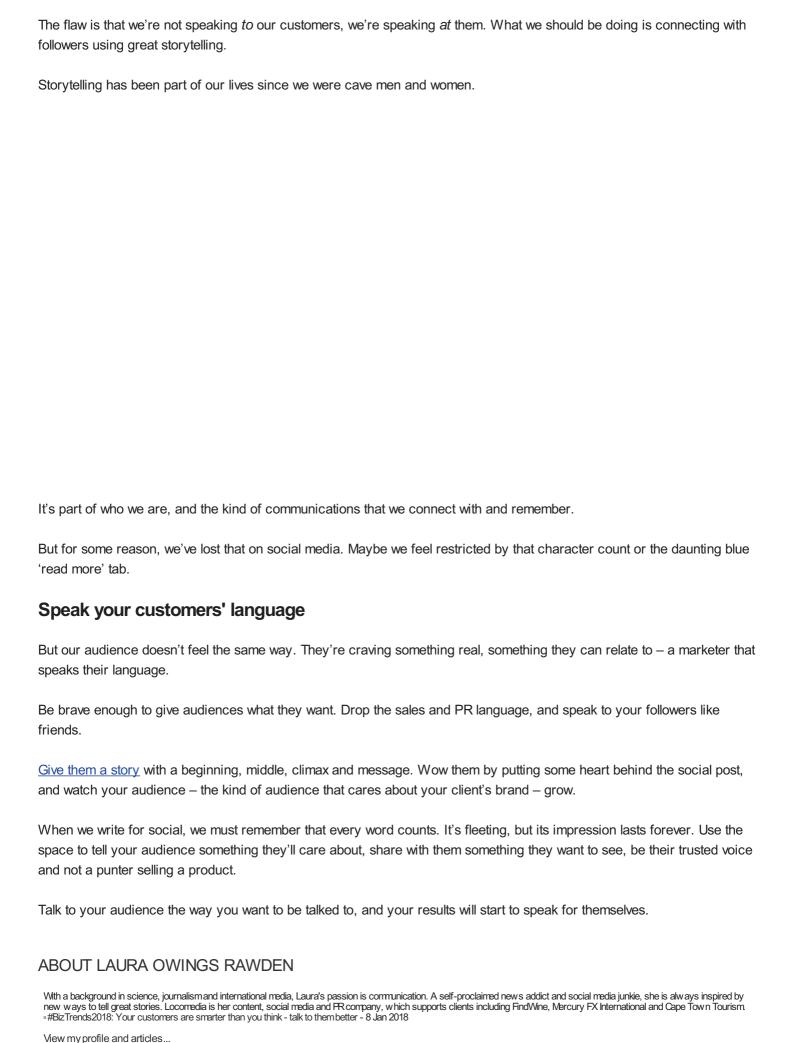
But, as it has with every aspect of our lives, social media has arrived and disrupted the way we play the marketing game. It's become essential, and it's become the most significant test of our communications savvy.



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I could go on about the huge benefits of social media, and why it's an absolute must in marketing. If I did, I'd probably mention that it's extremely cost-effective, highly engaging, boasts real-time monitoring and audience insights. But





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