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Converging business strategy, creative thinking, and new technology

## CLARITY OUT OF CHAOS— THE CROSS MEDIA MOMENT



**fabcom**  
integrated strategic marketing

# MARKET YOUR BRAND LIKE A FORTUNE 100 COMPANY

Marketing today is chaotic, right? Too much noise. Too many channels. Too much guesswork and not enough ROI. Traditional strategies are failing to deliver traditional results. And prospects are only getting pickier when it comes to responding to your marketing messages.

But what if the new marketing environment that confounds traditional strategies holds incredible opportunities? What if the technology that has scattered audiences and over-saturated them with advertising could be leveraged for superior returns? What if all the chaos could be organized and deployed at your disposal, enabling you to market your company like Fortune 100 companies do, and accomplish the task within the confines of your existing **brand** and budget?

## **You can.**

We're witnessing a historic confluence of conditions, technologies and human excellence, which, though they may have incubated separately, have boomeranged into a single convergence of capability and opportunity that fundamentally shatters the one-to-many mass marketing model.

## **Same Old Strategy, Same Old Result**

A traditional mass marketing brand strategy required that we identify a single group that's most likely to purchase a brand, and then develop a single consistent message that will best motivate that group to buy. If you got your strategy right, and your communications and creative were up to it, success equaled a 2% return.

A new methodology has emerged that enables you to harness the true power of your brand by mapping to all your appropriate audiences on a true one-to-one basis, rather than simply the one group most likely to buy. For the cost of fishing in one or two ponds, you can now drop your hook into every relevant pond out there, and catch the best fish in each.



For some marketers, resisting this new methodology is about job security. They spread a covering fog that usually manifests itself in statements such as: "Been there, done that;" "Our industry is different;" "We don't have time or staff for this." But, the fact is, even if we wanted to stand pat and repeat what used to work in the past, we can't. It's over. It's obsolete. These days, that 2% response, which has been our gold standard, has grown more and more elusive. Conventional campaigns don't get the job done anymore.

### Opportunity as Consumers Scatter

Our audiences are no longer relaxing in front of the TV set every Thursday night watching the Cosby Show on an NBC network affiliate the way mass market audiences congregated when all our modern conventional wisdom was formed. So, where are those consumers? Everywhere!

The communications marketplace has exploded, splintering audiences into hundreds of different channels across multiple media options. How do you reach deep into the new channels out there? How do you make the most of the **social networking tools** now available? How do you target and market to these radically divergent audiences?

### A New Marketing Paradigm

Clearly, a new paradigm is needed—a paradigm that leverages disparate communications channels and the incredible digital power of the Google generation, as well as cracking the limitations of one-to-one dynamic marketing. While some marketers bemoan the loss of access to mass unified audiences, the leading edge of marketing has already moved on.

This new paradigm is capitalizing on advancements in technology, science and society that are 40 years in the making. Recently, these have been linked together in such a way that a new methodology has emerged: Neuromarketing, which offers forward-thinking marketers opportunities to lower the barriers to new markets and propel their brands into the new communications channels with sustainable, holistic growth.

Some of the advancements are incremental, like content availability or online adoption. Some of these advancements are substantial but have been taken for granted before marketers harnessed their true power, such as digital photography and desktop audio and video. Some advancements are innocuously morphing before our very eyes, such as bandwidth, dynamic database accessibility, public GPS interactivity and social networking.

## The new one-to-one marketing paradigm is capitalizing on advancements in technology, science and society.

Many of these capabilities are known individually, deployed for their original intent (like content aggregation), and then their practitioners have moved on to the next big flavor, tactic, method or technology of the month.

But the true collective power of these advancing marketing capabilities and new possibilities are fleeting for most marketers—until we link them together in real time.

### Real-time Dynamic One-to-one Marketing

We now have the means and expertise to dynamically align unlimited market segments to a pre-populated platform of resources poised to deploy in real time across different marketing channels in which content, media selection, and timing are determined by if/then algorithms that are triggered by the individual prospect.

That's a mouthful. What are the implications here?

What this means is that we can automatically create ultrahigh relevancy, not simply for one group, but for multiple segments, and on an individual, one to one basis without disrupting the core brand positioning.

This type of dynamic one to one marketing is typically deemed by marketers to be impossibly inefficient, in terms of expense and time to market. However, high-impact dynamic one to one marketing that delivers superior return on investment (ROI) is possible, and it is productive and powerful when we harness the convergence of new technology, which leads to entirely new methodology, yielding entirely new creative and strategic possibilities.

Some marketers at the forefront of the industry already have the methodology, the technology, the strategy and strategists to affordably and effectively create the content and deliver the right segmented message to the right person at the right time and in the right media channel.

That's the power of **Neuromarketology™**.



## About the Author

Brian Fabiano is the CEO and founder of FabCom, a full-service strategic integrated marketing and advertising agency with offices in Scottsdale/Phoenix, Los Angeles, Seattle and O'ahu. He is a nationally recognized innovator, advertising and marketing industry leader, author and speaker, whose insights in dynamic **cross-channel cross-media messaging, business intelligence, strategic planning, positioning, brand mapping, and segmentation/database marketing** are sought by corporations and trade associations alike.

He is now working on his second book on the convergence of technology and marketing strategy, after the resounding success of his first book, *Neuromarketology: How to Develop, Implement and Manage Dynamic, Real-Time, Cross-Channel Marketing Campaigns that Generate Astonishing ROI*. This is the second book in the planned trilogy and will delve deeply into the connection between Neuromarketology™ and the contemporary convergence of artificial intelligence, dynamic messaging, and Distributed Customer Experiences™, driven by Blockchain technology.

### FabCom is a full-service strategic marketing, PR, and advertising firm

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\*Amortized for media billings as calculated in the Phoenix Business Journal Book of Lists.

