



SIX MARKETING MYTHS

Frustrated with marketing? Focus on the facts

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Many business people become frustrated with marketing because they don't understand how marketing works. The frustration comes into play when a businessperson puts money into a marketing plan, but doesn't see immediate results.

So, what causes marketing frustration? Often, it is because business people base their decisions on myths or misconceptions about consumer behavior, rather than on facts. Spending money on myths can be

disastrous for any business. Here's a breakdown of these myths.

Myth #1: THE FALLACY OF FAVORITES

This usually starts with statements such as "I listen to," "I watch," and "I read."

The person makes the assumption that because they personally don't like a certain radio station, TV station or newspaper that others don't, also. Personal advertising (as part of a marketing plan) is based upon selecting the right media that your potential

customers are going to consume, not your personal preferences. It makes sense to know if you like the radio, a web station or your target audience is loyal to it.

Each medium has independent sources available to have those media who is listening, watching and reading their media. If they don't, then it's an unproven media and is certainly spending money that, even for sales people, at each media, show you the cold hard facts about who their audience is. If it is not a perfect match with your target audience, then keep your money in your back account.

Myth #2: NOBODY READS, LISTENS OR WATCHES

This is the reverse of Myth #1. "Nobody listens to," "no one watches" or "nobody reads" are the statements, nobody reads the papers, etc. These statements are usually based on biased information from another business or at the coffee shop. *Myth #2* media may work for your neighboring business, but are all things equal? Unless you have the same type of business, with the same type of customer, and are selling the same type of product, with the same price, no two businesses are alike, so your advertising should not be the same.

Myth #3: STEREOTYPES

This myth usually starts with some sort of type or an consumer behavior and can start a person in the study of psychology. "Women don't buy cars" or "Men don't buy groceries" are examples of stereotypical myths.

Spending marketing relies on breaking down stereotypes and basing decisions on facts. If you are in business you need