

3 Big Consumer Trends

And How They're Changing Advertising & Web Marketing...For the Better

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World-Class Branding,
Advertising & Web Marketing

The days of automatic growth are over. In today's new marketing environment, strategic branding, advertising & web marketing decisions are much more complex.

Today power flows from increasingly informed & confident consumers who see less & less difference between brands. They enjoy a widespread ability to easily source information & compare pricing of virtually any product, in the convenience of their home or office.

There's a fundamental consumer behavior: *people will make for themselves the decisions they feel capable of making.* Because of today's new marketing environment, people are feeling more capable, & they're making more decisions for themselves.

That means, if you're spending money on advertising or web marketing, you'd better understand how they're making those decisions. To help get you started, we offer a view on 3 critical consumer trends along with a few thoughts to consider.

Trend #1: Increased Consumer Resistance to Marketing Messages

A recent study showed that most of today's consumers hold a negative view about the advertising & web marketing they encounter.

Over half said they actively resist being exposed to advertising & web marketing & a majority actually skip-over, opt-out or outright block being exposed to advertising & web marketing. New techniques & technologies will only increase consumers ability to turn away advertising.

Another study on *Consumer's Overall Trust in Various Forms of Advertising* shows evidence of this resistance to traditional advertising & web marketing efforts. When it comes to 'trust' – which is every brands most important asset - today's consumer cites these 4 'forms of advertising' as the most trusted:

1. Recommendations From Other Consumers
2. Brand Websites
3. E-Mail Signed Up For
4. Consumer Product Testimonial Online

Trend #1 - Marketing Implications

✓ Traditional customer acquisition methods become less productive & more expensive.

✓ To influence today's consumer, you need to focus on where they go for 'trusted' information.

✓ Consider ways to make the 4 'forms of advertising' that today's consumer 'most trusts' the center of your advertising & web marketing efforts.



Leveraging consumers trust in branded websites, Q&A repositioned the Sanibel-Captiva Chamber's co-op marketing efforts from a collage of member logos and web addresses to a focused brand message and call to action. This campaign resulted in a 43% increase in web visits vs. the prior period.

Trend #2: Consumer Experience with Technology is Changing Customer's Expectations of Business

Consumers are spending time filming, recording, uploading, downloading, & sharing their own personal opinion & experiences. We will continue to see an increase of consumers sharing their personal experiences & opinions about your 'brand' as well.

When you take consumer's massive desire to

express themselves & add the wide spread availability of digital cameras & video recorders; it's no wonder you get a mass of Consumer-Created Content being created & shared, to a worldwide audience, everyday.

Consumers enjoy numerous outlets for their expressions. They're joining & creating online relationships in record numbers. They're connecting with people of similar interests to view, share & comment on their shared interests. These Consumer-Driven Web sites are literally empowering people to become the broadcasters of today.



By adding ratings & reviews, & making them available to major search engines, Q&A helped TouchLocal.com become the U.K.'s fastest growing business directory.

Trend #2 - Marketing Implications

✓ Consumers enjoy an unprecedented ability to broadcast their experiences with your brand.

✓ Now, search engines routinely return Consumer Created Content from Consumer-Driven Web sites in their search results – both the good & bad. That means customers, potential customers, the media, analysts, regulators, competitors & other stakeholders will readily encounter this 'material' when they search for your brand.

✓ To influence today's consumer, you need to focus on harnessing this ability & use it to build your brand equity. Make building a Trusted Brand your #1 priority. Your Brand is the expression of, & the means by which, customers experience your business strategy. Trust increases customer retention, boosts incremental spending, enables premium pricing, & provides lasting competitive advantage.

✓ Review your current brand strategy in light of these new sources of Competitive Advantage.

✓ Remember, the more consumers feel your 'brand' is really the best solution for their needs; the bigger your business will be.

Trend #3: Consumer-to-Consumer Conversations

Advertisers "control" of their brand messaging & the mediums through which those brand messages are distributed is slipping away.

Today's consumer won't be a mere spectator. As these previously passive 'Viewers' become active 'Participants,' consumers will expect to be

heard, & they will be heard. This will create a fundamental change in advertising & web marketing along with the art of Persuasive Communications.

Reaching today's consumer requires a New Marketing Communications Model. One built on real Customer Conversation. A communication model that recognizes consumers place far more trust in their fellow consumers than they do in traditional advertising & web marketing. To be clear; we're NOT saying that traditional advertising & web marketing no longer have a role in this new environment.

We ARE, however, saying that today's consumers use a different mechanism for simplifying their decision-making between the alternatives they see. How you deploy, integrate & measure your communication efforts in the traditional channels of communication will change dramatically.

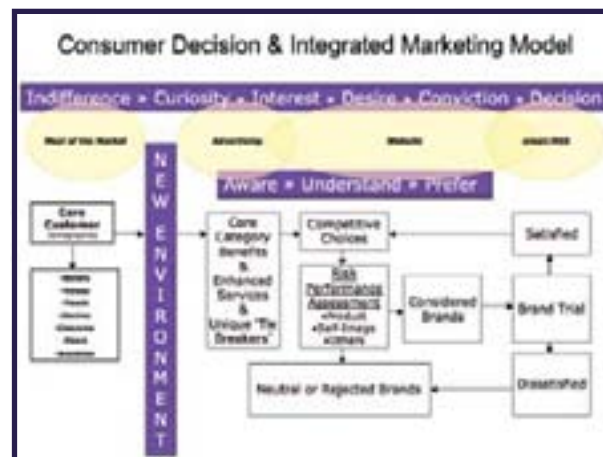
Trend #3 - Marketing Implications

✓ The way your brand is managed & presented to today's consumer is critical to your company's success.

✓ Given consumers new decision-making process, the role of advertising & web marketing as Persuasive Communications needs to be redefined from the consumer's point of view.

✓ To enable our clients to efficiently & cost-effectively strengthen their brand positioning with today's new consumer; we've developed an integrated communications model built around the new decision-making process of today's consumer.

✓ This model emphasizes advertising as a way to help them decide which of an array of competing products, services or brands will be the Best Solution to the void in their life.



For a copy of the Q&A Consumer Decision Model and explanation of its implications for your business; please visit: www.Quenzel.com or email: earl@quenzel.com

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