



Monthly

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# Marketing Morsels

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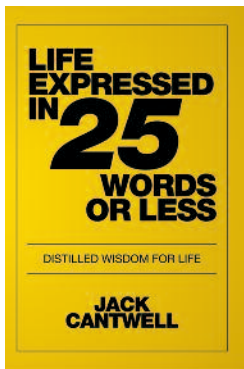
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## Making “C” Words Work for You.

While many of us in business try to decide whether to go “all in” on digital strategy, or stay the course with traditional marketing, one of my favorite marketing gurus Philip Kotler, nails it as usual with his new book **Marketing 4.0: Moving From Traditional to Digital**. Kotler is the voice of reason and suggests that the two approaches should be blended for maximum effectiveness. It makes sense to me. He builds his case around two “C” words – Connectivity and Co-existence.

**Connectivity** – An impressive 90% of us are connected by screens – smart phones, tablets, laptops, and TV screens. At the center of it, the internet is the backbone. It gives us the ability to research, learn from each other, and express our opinions. In the world there are 11 billion mobile devices in our collective hands to connect us anywhere we choose to be.

Connectivity has transformed the way consumers behave. We have to be conscious of that reality when we focus on marketing strategy. Look beyond the demographics. Your audience is a connected network. You are tasked with making it easier for them to “do their thing”.

The availability today of more sophisticated data allows creation of more personal touches. Technology also gives people the tools to rate and review products and services. I recommend the collection of testimonials. People making decisions frequently rely on the good words of others. Connectivity plus Co-existence equals Confidence in 21st Century strategic direction. Carry on!

**Co-existence** – Kotler’s position is that high-tech “new wave” marketing needs to co-exist with high-touch “legacy” marketing, not replace it. Co-existence examples: Zappos sells shoes and clothing on-line, but relies heavily on its very personal call center to close deals. Bank of America engages its customers in video chat, giving the on-line customer a more personal experience. Amazon uses a “dash button” to make re-ordering products easy. Amazon is my “go to” resource for cat food – convenient home delivery, no driving to the store, lower prices and free shipping.



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