



## Develop A Marketing Attitude

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At focusONE, we think about marketing attitude quite a bit. What it is...how it begins...and how it affects the success of companies who have it. Of particular interest is the manner in which marketing attitude allows companies to differentiate themselves, grow and manage their market share, and establish a leadership position.

In fact, we have found that marketing attitude is one of a company's most important assets. Moreover, it is an even more important asset given the conditions in the rough and tumble world of technology marketing. With companies constantly seeking ways in which to break through, capture attention, and create a marketing relationship with their customers and prospects, marketing attitude can make a serious difference as to how effectively this is done.

### What is Marketing Attitude?

A few years back, an agency produced and published a series of technology advertisements featuring a young baby urinating. The same agency also produced other ads featuring outlandish images geared to get attention. The agency, in a promotional piece, prided itself on having "marketing attitude." Our reaction, "If that's marketing attitude, that's not for us."

What is for us, is an attitude found in companies who are committed to the marketing strategies and programs that blend the culture and thinking of their company into an attitude that is complementary to the target market. Our experience is that this kind of marketing attitude works, now and in the future.

Marketing attitude is not arrogance or over-confidence. Nor is it the glitz and glamour of high-priced ad campaigns or high profile spokespeople. Marketing attitude starts with a

clear understanding of a company, its products and services, and the markets it serves. It takes commitment, dedication, and a very focused approach.

Recently, we were assisting a CEO with a comprehensive marketing plan. This individual was dead set on emulating a very successful CEO's style and market approach. The problem was that his company did not display the same characteristics and style of the company he admired so much. The attitude he was trying to create for his company neither fit the capability nor the style of his own employees... and the borrowed marketing attitude was all wrong for the targeted market's style of doing business. The bottom line was that he had to develop his company's own unique marketing attitude, if he wanted to succeed.

In the consumer area, marketing departments often spend billions of dollars researching and studying the attitudes of buyers. As a result, the product promotion programs of these companies reflect the attitudes of their intended audiences. Technology marketing is the same, yet it also must reflect the marketing attitude of the company as well. Marketing attitude is not the end products of advertising, direct mail, web site or public relations. Marketing attitude is the process in which a company thinks about and responds to the market it is targeting.

***Marketing attitude must infiltrate the entire process, not just the creative implementation.***



## How Does Marketing Attitude Begin?

Marketing attitude begins with true passion for the company, its products, and its customer base. Employees, especially marketing employees, who do not have a passion for all three, are not going to be successful in either thinking about or implementing marketing programs.

Next comes discipline. It's one thing to have energy and passion; it's another to harness it into a strategic planning and implementation process that makes sense to the market and to the company's resource limitations.

Finally, marketing attitude allows executives to break new ground because the direction taken reflects the ideals and objectives of the company.

*Applying marketing attitude requires a discipline that blends and promotes strategic planning, creative thinking and focused implementation.*

## Marketing Attitude Affects Success

A company's marketing attitude makes a difference in tipping the scales of success. It helps a company to combat inertia, provide focus, and choose resources and programs wisely.

- **Combat Inertia.** Marketing attitude breaks up marketing inertia, or the state of not doing anything at all until either the perfect plan is achieved or consensus is reached among multiple organizations. Marketing attitude also counters inertia by providing support for pulling the plug when the plug needs pulling. Inertia is typically one of the deadliest diseases threatening a company, because it usually means not taking advantage of opportunities for fear of making mistakes.
- **Provide focus.** The right marketing attitude will lead a company's staff and support

agencies to focus on strategies and programs that fit the target audience. This works because the focus represents both the internal and external sides of the company

- **Choose Wisely.** For any company, large or small, marketing resources are limited. Marketing attitude allows executives to choose programs that work because they fit both the style and needs of the company.

*Choosing wisely is the most important element of marketing attitude because it represents the intersection of strategy and implementation.*

## How Does Attitude Get Started?

Marketing attitude starts at the top with the senior officers of the company. Many start-ups or early stage companies have the foundation for a successful marketing attitude to begin with. Companies that start small have had to establish the importance of developing a marketing attitude that fits both employees and customers. This is essential, if the company is to move from being technology driven to being market driven.

As companies mature and grow however, marketing attitude often disintegrates in favor of blandness. Typically there are too many other factors, other than customer focus, that begin driving the decision making process. When a company decides that cost cutting is its most important internal priority, the result often leads the way to marketing malaise, most often exhibited by a loss of attitude.



Our previous experience with a large international manufacturer made this point loud and clear. An attitude that had once been innovative and aggressive had become flat and dull. The result...business became flat and dull.

*Developing a marketing attitude is relevant to each and every company. It is just as important to the company's success as financial planning and resource allocation.*

## Marketing Attitude is an Investment

Taking the time to develop a company's own unique marketing attitude is one of the best investments a company can make. It establishes and supports being proactive, staying on target, and changing directions when necessary.

*Marketing attitude is a critical tool for business success.*

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### About focusONE Marketing Integration, Inc.

focusONE is a marketing consulting company specializing in strategic marketing and integrated marketing solutions for high technology companies. Founded in 1998, the company focuses on the strategic development and implementation of the messages, methods, and materials for the purpose of influencing the value proposition of our clients and their brands.

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