

Circular Marketing: The Number One Issue Of 2006 - By Naseem Javed

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Here Comes Circular Marketing

When the earth becomes almost like a digitally formatted platform for the net and e-commerce savvy to skate on, then its time for marketing to become circular. Marketing is now what a wrapper should be around a chocolate bar. Yummy. Where, all aspects of marketing are being delivered to the customers at their destination of choice, simultaneously competitive, homogeneously synchronized, interactively managed in Technicolor with real touch & feel along with extensive support and services available round the clock. Totally wrapped around. Creating chain of events leading to circumstances, anticipated reactions and a circularity of service and deliveries of the selling proposition. Repeated around the globe and all over the circumference. Totally circular.

Today, going global means going circular, or circumnavigating this shrinking globe in search of new electronically accessible villages, digitally connected cites and interconnected cyber-continent on an hourly basis. This is now the normal hourly routine, repeated 24-7-365. Wow, a big dizzying change, a real culture shock from having an architecturally twisted booth displayed at a yearly trade show or few executives hopping on a few jet-lagging global trips. The old methods are now replaced by taking marketing messages and wrapping them around the entire markets, hidden in the various global markets all in a constant circular navigational format. As new markets and customers are discovered they too get full wrap around services and comfort level. Circular all the way.

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The laws of circular marketing clearly points to a very different approach and a dramatically different system, altering the old corporate thinking based on the big image formation and delivery of an overly repeated message to now a sophisticated range of ideas via exclusive name identity expansion, digitally supported by an image and followed by real brand delivery. A great cost saving and high profit strategy.

Executives must explore the new laws of building global name icons and cutting edge trends; create new standards to operate in a small yet very 'Multi-National-Formation-Micro-Unit-style. Thinking extremely big in terms of name functionality in the global arena while operating extremely micro in terms of graphical overloads and traditional campaigns are now the new standards in circular marketing.

Marketing is now only global; all the other books that say otherwise must be burned. Furthermore, the Dot Com craze was directly responsible for this mega shift. Web-based crusade wasn't wasted at all.... It is time to sincerely thank the dot-com revolution, Silicon Valley and the exuberant gold rush of Wall Street. Now that the greed has been gently slapped on the wrist, the vindication of Wall Street is done. Forget, forgive and move on as bigger opportunities clearly lie ahead. Go circular.

Step One. Audit

- What good are brands and corporate name identities if they are not a buzz?
- What good are expensive websites, if they are invisible?
- The answer is to simply execute a professional audit. Remember, not by the same people who are running your image and branding circus. A candid and very open discussion on this subject is most critical.

Step Two. Aim

- What good are expensive campaigns if nobody remembers or understands them?
- What good are the selling propositions if they are off target and or out of scope?
- To nurture a sophisticated series of selling ideas and their related delivery systems under the modern guidelines to suit the customer of our new digitally flat earth requires brand new sets of skills. Aim high or aim low but aim very clearly.

Step Three. Fire

Fire the current set-up, as it's dragging the corporate strategy down. The number one issue for 2006 is to face the global marketing challenges head-on and any insecurity or the doubtful actions based on the old marketing schools would seriously fail. Out there it's all very new, on one side a very new flat earth and on the other a very new circular marketing both offering extra-ordinary opportunities. Best, get the right team with the right knowledge and explore circular marketing.

About the Author

Naseem Javed, author of Naming for Power and Domain Wars, is recognized as a world authority on Global Name Identities and Domain Issues. He introduced The Laws of Corporate Naming in the 80's and also founded ABC Namebank, a consultancy established in New York and Toronto a quarter century ago. Naseem also conducts executive workshops and conferences on global image and name identities issues www.azna.com/ceo.htm.

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