

Mindful Marketing

A New Way of Thinking About a New Way of Marketing

There is a whole lot of talking going on lately about how to “brand” your business and/or how to create a “personal brand”. It can be very confusing to new entrepreneurs or small business owners — especially when following the lead of “experts” only to end up with a business card and perhaps a website and no paying customers. So how can a business owner find their focus, follow their passion AND make a living — all while making a positive impact on society? By following the path of *Mindful Marketing*.

I’ve spent my entire career (30-plus years) in some form of Marketing, Advertising, or Promotion, working for well-known major corporations, on a local, regional, national and global level. I’ve learned a lot from the best of managers, and equally as much from the worst of managers. I’ve learned that it doesn’t matter whether you are an entrepreneur working out of your spare bedroom, or a CEO working out of a boardroom — there are 2 primary components that all SUCCESSFUL businesses have in common — what I call *Mindful Marketing*:

1. Paying Attention to Brand
2. Paying Attention to “What Matters”

Let’s break that down. *Mindfulness*, defined, is an in-the-moment, acute awareness of the pursuit of excellence. *Marketing* is making a positive connection with your consumer. *Mindful Marketing* is a way of doing business that leaves a positive impact on your bottom line — and is also a way of creating positive ripples with your staff, your vendors, your customers, and your community at large. At its core, *Mindful Marketing* is a matter of “doing what is right”. When you add the concept of *Mindful Marketing* to your Brand Plan, you create a formula for success.

How Can Mindful Marketing Help Me Build My Brand?

Your brand is the foundation of your business. Your Brand is your Verbal, Visual and Virtual message that reaches everyone you interact with. More than your logo, more than your tag line, more than your website — your brand

establishes the tone of how you do business and why your consumer should buy from you. Like a 4-corner picture frame, your brand is built around 4 “C’s”: Credibility, Connections, Consistency and Currency (AKA: Current-cy).

Establish Credibility. Your credibility, or lack thereof, can make or break your business and your brand. Business credibility is based upon Education, Experience and Entrepreneurial Integrity. You may come to the table with multiple degrees from the best of colleges, or you may have taken the time to craft your talents and knowledge through the school of hard-knocks — either way, you increase your credibility factor when you follow the path of *Mindful Marketing*. As your prospects and customers see you taking care of what matters — by moving in trust, honesty and integrity — they learn they can trust you and your business. In times of economic instability, those consumers who are actually still making purchases are more likely to buy from businesses they trust.

Create Connections. If you are a small business owner or an entrepreneur, you know the value of creating connections — also well-known as networking. Successful business owners do their homework before stepping out into the networking frenzy and can tell their business “story” in 60-seconds or less. Knowing the answers in advance to, “Who am I?” and “Why am I here?” opens the door to many successful (and profitable) conversations. Knowing your “story” and how you bring value to your consumer is the key to delivering your brand message. An easy way to remember your business brand message is to follow the WWWWW-H formula:

- WHO is my customer?
- WHAT am I selling?
- WHEN does my customer buy?
- WHERE can my customer find me?
- WHY does my customer want my product/service?
- HOW can I better serve my customer?

When you add the element of *Mindful Marketing* to your brand message, you tap into your customer’s Predominant Buying Motive.

Before your consumer can ask, “What’s In it For Me?” (WIFM), you have already explained to them, “What I can Do for You!” (WIDU). Your consumer learns that you are here to help them — to offer solutions — to make their life better.

Maintain Consistency. At the “end of the day” . . . “in the scheme of things” . . . (choose your metaphor), successful business brands pay attention to what matters most (the 5 “P’s”):

- Taking care of PEOPLE (self, family, friends, staff, vendors, non-profits)
- Staying “on PURPOSE” and following your personal mission and vision
- Sustaining a unique prosperous POSITION in the marketplace
- Living up to your PROMISES
- PROMOTING a product or service that fills the need of your consumer

Build Brand Currency. Staying Current. Going with the Current. Current Events. Current Status. The 4th “C” helps you stay ahead of the competition “pack”. How CURRENT is your Brand? I’m not necessarily talking about the traditional sense of CASH — but rather in the sense of *Brand Currency*, AKA: Brand Current-cy. Take for instance, Heinz Mustard. Everyone knows Heinz Ketchup. But Heinz brand aficionados can also stock up on Heinz Mustard — a direct response to consumer feedback to develop additional product options for sandwich lovers. Heinz stayed CURRENT with product demand by meeting the needs of their consumers.

If your Brand defines who you are and how you and your business is perceived, how CURRENT is your Brand?

- How current is your logo, tag line and overall messaging?
- Is your current message aligned with current media?
- Are you current with your commitments — personal AND financial?
- Are you current in returning phone calls and following up with emails?
- How current is that to-do list (or stack)?
- Are you currently addressing the needs of your consumer based upon their needs TODAY (vs. when you started your business 5 or 10 years ago)?

It doesn’t matter whether you offer consumer products or professional services, paying attention to your Brand Currency (and Current-cy) has a direct correlation to the flow of currency in your life.

Keeping the 4 “C’s” in mind as you build your business helps you to take care of what matters most. When you take care of what matters most, following the path of *Mindful Marketing*, people want to do business with you. It doesn’t matter if you are a one-person consulting agency or a global entity with thousands on your payroll, there are 10 primary common denominators that I have noticed that lead to brand success:

1. **SERVE:** Offer a product or service that “serves” your consumer; find your niche, fill a void.
2. **BELIEVE** in your product or service. Believe that you can make a difference and you will.
3. **PLAN TO SUCCEED:** Set goals, make lists, take action, step off the cliff, MAKE A PLAN — Go beyond “Planning to Plan”.
4. **ESTABLISH** a business based upon trust, honesty and integrity
5. **FIND YOUR FOCUS:** Define your “position”. What makes you (your product/service) bigger, better, smarter, faster, easier, etc. than your competition?
6. **BUILD YOUR BRAND:** Shout your story from the top of every tree. Don’t be shy.
7. **CREATE VALUE:** Build positive relationships and rapport with your clients, your prospects, your network, your vendors, your staff, your community, etc.
8. **GIVE** more than your consumer expects; be of service in the present moment. Call in the experts, play your strengths, re-frame your weaknesses.
9. **FOLLOW THROUGH** on your commitments (to self and others).
10. **LISTEN CAREFULLY, RESPOND PRO-ACTIVELY**, and watch your business grow.

continued . . .

We are entering an era where small businesses that invest in trust, honesty and integrity — the core elements of *Mindful Marketing* — are becoming the business leaders for tomorrow. Consumers today are more educated. They analyze their purchases and they want their purchases to make them “feel better”. A great example of this is the Dove “Campaign for Real Beauty”. Dove found in a global report that only 2% of women felt that they were beautiful, and 81% strongly agreed that there was an “unrealistic standard of beauty that most women can’t ever achieve”. Their marketing campaign has proven successful because it challenges stereotypes and provokes ongoing discussion to support self-esteem in women. Women feel that Dove understands who they are.

Consumers don’t want to be sold to, they want to be “in charge” of their purchases. The big brands of the past are giving way to the brands that appeal to a few rather than targeting the masses. Your brand will succeed and fail to the extent in which customers identify with what you are selling — which basically means, they want you to be sincere, put your consumer first and be Mindful of why they should buy from you.

H-m-m-m-m . . . sounds a lot like Mindful Marketing.



Cathy Davis is Creative Director and Managing Partner of Davis Creative, specializing in Graphic Design, Brand Identity and Self-Publisher Consulting. Working in partnership with her

husband Jack, they each have clocked-in over 30 years of branding, marketing and graphic design experience working for global Fortune 100 and Fortune “Top10” companies. Their global perspective allows them to utilize their macro-level insight to benefit their local, regional and national accounts. Around the corner, or around the world, they help their clients DEFINE, DESIGN, & DELIVER a succinct and successful message.

Cathy is the author of “*SeeMore Frog and the Midnight Flight of the CanBees*”, a motivational, self-empowerment coloring book written in limerick format, for ages 6-106. www.SeeMoreFrog.com

You can also find Cathy’s humor and creativity at www.UPSIDaisy.com, where she plants Seeds of Positive Perspective.

AROUND THE CORNER & AROUND THE WORLD

More than Great Graphic Design . . .
We help you Create a Great Identity.

DEFINE
DESIGN
DELIVER®

- Create a distinct identity and market position
- Project a professional, innovative image
- Develop greater visibility for your business
- Distinguish yourself from your competition
- Attract, retain and solidify your customer base



www.DAVISCREATIVE.com
Cathy L. Davis: 314-374-7481 cell, cathy@DavisCreative.com
Jack Davis: 314-368-1152 cell, jack@DavisCreative.com

GRAPHIC DESIGN ■ BRAND IDENTITY ■ SELF-PUBLISHER CONSULTING

A New Way of Thinking About
a New Way of Marketing®

Mindful MARKETING

Sharing our Experience & Expertise
as we Encourage & Empower
Entrepreneurs and Small Business Owners
to Build and Grow Their Business
through Mindful Marketing.

*“When Mindfulness embraces those you
work with, they will bloom like flowers.”
— Thich Nhat Hanh*

