

Selling your convergence bundle

TV, radio, newspapers, magazines, phone directories and Internet advertising companies are all scrambling to bundle their core media with coupons, websites, texting, mobile and more. But only broadcasters can really offer the full marketing communications funnel in their media bundles.

By full marketing communications funnel, I mean moving the consumer from unawareness at the top of the funnel, to awareness, and from recognizing a need to establishing a brand preference, and from purchase intent to purchase at the bottom of the funnel.

To understand the marketing communications funnel, we must first understand two underlying marketing communications principles:

- 1.) The roles of emotion and logic in consumer behaviour.
- 2.) The unique compatible roles of intrusive media and passive media.

Emotions First

Consumers seldom understand their purchase behaviour. They believe their purchases are logical, rational and well thought out, but seldom is this the case.

In reality, consumers buy emotionally from the heart first, and only justify their purchase decisions rationally and logically. In my book I talk about my pursuit of a 1967 Mustang convertible as an example.

I want that Mustang for nostalgic or heartfelt reasons... that's the car the rich kids were driving around the high school, tunes turned up loud, spinning the tires and turning young girls' heads, when I had to drive our rusted-out farm truck to school.

Of course, when I find my Mustang I'm not going to tell my wife I want to spin the tires and turn young girls' heads. I'm going to rationalize my decision, search the web, and declare the ragtop is "an investment. It's a classic that can go nowhere but up in value!"

Intrusive Media First

Passive media are those media which

you must consciously stop what you are doing and actively seek out before they can influence you—primarily print, brochures, websites and yellow pages. You must already have an awareness of, or have identified a need for, a product or service before you will take time to absorb the passive media message.

You won't search the web or yellow pages for a tire store if you don't need tires, and you certainly won't take time out of your busy day to read a tire ad if you don't need tires.

Intrusive media, on the other hand, are those media which reach and influence consumers while they go about their daily activities, be it driving in their cars or watching TV. Only intrusive media, primarily radio and TV, can penetrate the consumer's thoughts before they are in the market for a product and before they have entrenched opinions and brand preferences.

The passive media bundlers claim their strength is reaching people who are "ready to buy". In reality, however, it's too late to create a trust or preference after consumers are ready to buy if another vendor has influenced them with intrusive media before the consumer was ready to buy.

By the time the buyer has the cheque book out for the Chevy, it's too late to persuade them the Ford is a better truck, or vice versa.

Marketing influence begins at the top of the marketing communications funnel, moving consumers from unawareness to need recognition then down to brand preference and purchase. Businesses which don't capture consumers at the top end of the marketing funnel cannot be one of the finalists considered at the purchase end.

Consumers enter the top end of the funnel emotionally, and almost unknowingly, while they only search passive media when they are ready to buy; after intelligent marketers have already created an awareness and preference for their products with intrusive media.



Broadcasting's intrusiveness can influence consumers at both the entry of the funnel and at the purchase end. Adding our on-line products and mobile promotions to our bundles multiplies our delivery at the ready-to-purchase end of the funnel beyond anything our passive media friends can ever deliver.

The bad news is, our less-effective passive media competitors are ahead of us, offering everything from on-line video to mobile and everything in between to make their passive bundles more appealing.

It's not too late to kick their butts if we train our sales people how to become marketing experts and how to use the marketing communications funnel to sell our convergence bundles. But you'll have to adjust your revenue targets dramatically upward when you master the marketing communications funnel to sell more advertisers.

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