



ADVERTISING, MARKETING, AND THE SUBTLE SHIFT OF BUDGETS

Someone seems to have switched their advertising program to their marketing program: “*morphing*.” We’ve been receiving the *Other Guys*’ postcards at our shows. No big deal, it happens all the time – they get ours, we get theirs. But, what’s interesting is their postcards aim at exhibitors, instead of attendees. The *Other Guys*’ motivation seems all wrong. Their cover reads:

MEET & SELL TO THOUSANDS OF HOMEOWNERS

The back says,

**THOUSANDS OF HOMEOWNERS
WILL COME TO THESE EVENTS TO SPEND MONEY ON THEIR HOMES.
CALL US TODAY TO FIND OUT HOW
SIMPLE IT IS FOR YOUR COMPANY TO
PROFIT FROM THESE EVENTS.**

PART 1 - Mixed Messages

You may ask, “What’s wrong with that?”

It’s called a “mixed message.” Their intent was to create a dual purpose card – an announcement to attendees that was also a marketing piece for potential exhibitors.

Here’s the ‘dumb’ . . .

No consumer wants to be considered a ‘target.’ Any postcard they receive telling them they’re going to “**SPEND MONEY**” and someone’s going to make a “**PROFIT**” on their attendance is offensive, especially in a recession. Add the understated purpose – ‘a home show’ – and attendees imagine a hall filled with pushy exhibitors who expect to “**MEET & SELL**” them.

Potential attendees (who are potential customers of exhibitors) don’t like being told they’re going to be sold. If they attend, they feel they’re *expected* to buy.

Ker-plunk goes the postcard . . . *and another tree dies an unwarranted death.*

*PART 2 - Marketing is **NOT** synonymous with Advertising*

When show budgets are switched from announcing events to attendees, to marketing shows to potential exhibitors, **THAT’S NOT ADVERTISING ! THAT’S MARKETING !** If you thought their postcards were to advertise the show, that just might be “misrepresentation.”

They *morphed* YOUR booth payment, converting your ad budget into marketing, so they can generate more sales – not for you, but for them. Is that the Direct Mail they’ve been bragging about?

Maybe you didn’t notice. We did. And you should know...

:) Getting the picture?) :



Since 1986 . . .

kindest Regards,

Lil’ Johnny

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SOURCE: www.ChicagoHomeShow.Net/LilJ

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. . . by knowing who’s who.