Marketing to a World of People At The End of The Rope - The Cult Of Speed

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The feeling is everywhere. Iâ€™m sure you've had numerous conversations about it with everyone from co-workers to close friends - you can even feel it in the air. Everyone seems to be tangled up in an emotional spider web of doubt and disillusion.

Everyone seems to be wanting to simplify things - they want to slow things down. Unfortunately, everyone has finally come to the realization that they unknowingly joined the cult of speed that has taken over our lives. Never before has it been drawn into this sharp of focus. The world is moving incredibly fast, and we all seem to have allocated less time for the things that mean the most to us.

As marketing professionals what can we do to connect to what seems like an unconnectable audience?

It is clear, now more than ever, brands need to hit the pause button - do a quick inventory of their current marketing mix - and adjust immediately. You can almost feel it in the air. The audiences aren't paying attention to anything that corporations are putting forth because in their overwhelmed state it's as if everything has just become noise. My suggestion, of course, is to really get your brand out there using a myriad of tactics that's not just messaging them, but providing an extreme amount of high perceived value at every touchpoint.

This may require some brands to completely abandon their current strategies, but let's all be honest with ourselves - it's needed. I've been writing about the shifting marketplace. And, it's now gotten to the point where you can feel it. The audience's attitudes are the collective mindset of the marketplace. Brands need to agile and learn to connect using experiential marketing methodology on both traditional medias and new medias.