

A BETTER WAY OF DOING PUBLIC RELATIONS, MARKETING & ADVOCACY

Marketing, public relations, advocacy, etc. (What I lump together and call “outreach”) is a waste of time if it doesn’t give people what they need or want.

Clients/customers/congregants (I prefer to refer to them as “interactive participants”) call the shots. They also are the most potent agents of outreach for any company or organization.

Today’s reality: people routinely block ads, pop-ups, and even pay extra to get rid of webvertising in all forms as they browse the Web (“No tracking” web browsers exist and are being used by millions of people). They insist on choosing who gets through their cyber door. Cost often takes a back seat to products or services that benefit others locally or have personal meaning or value.

People place a high premium on human & values centered outreach over manipulative glitz, glamor and gunk. Companies & organizations must fit in with and demonstrate loyalty to these small collectives or “family of like-minded souls” and not vice versa.

People don’t welcome hearing a company or organization’s “why you should…” pitches. They want companies & organizations to access their whys & wherefores and take them into considerable first & foremost.

Metric-based targeting strategies, giveaways to get people’s information, data mining and all related technologies must take a backseat to words & actions that consistently build trust, communicate honesty and transparency and produce benefits locally (Localism).

Companies & organizations that get their interactive participants involved in product or service design (or make them or it customizable) give them a needed sense of belonging & purpose. One way to do this is to pay for Slack accounts for top interactive participants and then create groups including ones devoted to product or service improvement.

A series of crude videos posted to YouTube which showcase a firm or organization’s staff or workers “doing their thing” (with **no** promotional text or such) can do more for attracting prospectives to a website than the glitziest Madison Avenue produced promo video.

Forget trying to be heard above the information dense noise on the Web by cramming your website with content. Instead, focus on what creates conversations, consideration and social sharing. We are talking meaningful innovations and conversational events and happenings.

Millennials want authentic people & an emotional connection and often are drawn to things which are not cool or hip because these give them what they seek.

Technology including website features must mesh with what interactive participants value & want.

Create a culture or milieu that encourages story making, connecting & community forging.

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This body of insight includes ideas and insights from “[Marketing Rebellion](#)” by Rutgers University professor & world-class PR guru, Mark Shaeffer, and “[Contagious: Why Things Catch On](#)” by Wharton School of Business marketing professor and bestselling author Dr. Jonah Berger.