



The Rise of Proximity Social Predatory Marketing

All of us have and want our marketing messages to be heard.

All of us want our corporate message to impact our customers' lives.

All of us want to drive sales and boost profit margins.

Right?

The ruthless truth is, more than often, our marketing messages are ignored and our perspectives – no matter how valuable — are being missed and dismissed. The Western World is bombarded with thousands of ads and calls-to-actions a day and the statistic is: people are becoming insensitive with information overload.

Then along comes **Proximity Social Predatory Marketing** and is the answer to being heard above the incredible noise. It's a development that challenges any preconceptions we may hold about how establishments can expand their client/customer base.

This Extreme Successful Marketing Reality

The way marketing supposedly works, is that we all have been taught to use a continuum of marketing techniques which has followed a pattern for decades. That it's about meeting the needs of customers. But this has more than changed.

It's absolutely no longer enough to assume that your driven target audience has needs that require fulfilling. The business world is advanced enough that most of your target audience is likely to be at least satisfied with the goods and services they already have access to. Today, the only predictable need that customers have is a need for less corporate 'noise', communications that are overwhelming customers with too much information.



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That is in normal 'eyes and ears' impression means, billboards, radio and television advertisements, Internet banners and Google's follow your Internet visits with marketing banner interruptions.

The challenge is now directly for business leaders to stop thinking about simply meeting customer needs, but to target the weaknesses of their competition. In other words, companies need to embrace *Proximity Social Predatory Marketing*. The art of broadcasting via Bluetooth Low Energy beacons is upon us with cost-effective notifications to Smartphones. Reaching all within 100 yards with notifications, information, coupons and calls for action.

Predator or prey?

WE all must now tailor our marketing practices to ensure they accommodate this new technology reality, you cannot ignore or place this on the back burner any longer.

Failing to keep up with these changes will ultimately make it harder for companies to grow, especially as their competitors actively start trying to poach customers from their brand by directing information streams as part of normal communications as the Smartphone and **Proximity Social Predatory Marketing**.

Cutting through the noise

Branded messages that each of us sees every year is every rising each and every single day it is growing by leaps and bounds.

We will only notice 8% and react to maybe 10 notifications in a day in some sort of positive fashion. And of these 10, we instantly treat half as unwelcome intrusions into our lives, but accepting as normal, leaving only five messages a day we actually really notice, reacting/responding positively to and absorbing.

The battle for our individual attention has taken on a whole new meaning.

When crafting a direct notification that can qualify as one of that handful, you also have to remember the five-ninths law. This law states that five-ninths of marketing messages will be misattributed to the leader of a market segment, rather than the company paying for the message.

For organizations that aren't in this leadership position, they are essentially cementing the position of their leading competitor with their own marketing budget. Overcoming this gap, and crafting messages/notifications that actually move market share away from competitors is, therefore, the key to building a successful **Proximity Social Predatory Marketing campaign**.



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What does Proximity Social Predatory Marketing look like?

Working with clients who are looking to embrace **Proximity Predatory Marketing**, there are four key steps we advise them to take:

- **Identify where the money would go if your company didn't exist**

Imagine your business didn't exist – where would your customers' money go? A competitor? Or would customers spend it on a completely different offering?

Asking these questions is the foundation of a competitor analysis. From just asking these questions, you'll usually identify four or five competitor organizations that are offering a comparable product that your customers would gravitate towards.

From there, we are looking to narrow down the list to find a target. This means identifying a competitor that is very large or is perhaps a little lazy and isn't meeting the needs of its customers. If you can find one of these, then you have the starting point of your **Proximity Social Predatory Marketing campaign**.

- **What are the strengths of the opposition?**

Now that you have a competitor lined up, you need to objectively evaluate their strengths. To do this, put yourself in the shoes of a customer or consider why a third-party would recommend them.

What you are looking at here is the natural language around what the company's offering, rather than a slogan grounded in marketing jargon. When you can express in simple terms the strengths of your competitor, the next step is much easier: weaknesses.

- **Find the weakness that comes from the opposition's greatest strength**

Within every strength is a hidden weakness. The challenge with **Proximity Social Predatory Marketing** is to find the specific weakness that arises from a particular strength and then explain it to the customers. The reality is that customers won't necessarily notice this weakness by themselves, nor will they know that you can address this weakness – unless you tell them.

- **Where are you strong?**

The final step is to build your strengths to address this pain point and then convey this value to customers. You can be explicit here when communicating with prospective clients, acknowledge the strengths of a competitor before honing in on the weaknesses that your products and services can address.



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Many business owners won't have taken this step. They don't really understand where the value lies in their own product offering and how these matches the weaknesses of their competitors.

Tailoring a Proximity Social Predatory Approach to the Market

These four steps represent the core of a **Proximity Social Predatory Marketing campaign**, but it's also important, to tailor this offering to the specific market conditions that a firm is operating in.

For example, a firm that already occupies the dominant position within its sector usually shouldn't be applying a **Proximity Social Predatory Marketing** approach towards its direct competitors. Instead, it's generally smart to be using these same tactics to grow the market and bring customers into *their category*.

Challengers who aren't in that dominant position will instead be looking for the competitor or class of competitor that is currently occupying that dominant position. In a very fragmented market, or one that is very generic or confused, it may even be that would-be competitor are best to band together to shift a certain audience mindset.

Regardless of whether the target of a **Proximity Social Predatory Marketing campaign** is a single business, a group of businesses or potential customers, the process is relatively consistent.

Lastly, a **Proximity Social Predatory Marketing campaign** has to change with your business and with the market. Just as context is key to a great strategy, so too is it central to a *Proximity Social Predatory Marketing campaign*. If a *Proximity Social Predatory Marketing campaign* is so successful that a company has become the dominant force in their category, for example, the techniques that got them there may no longer be relevant.

It's time to get Proximity Social Predatory Marketing!

Customers don't have needs anymore; their needs have been filled. We need to arm ourselves with new tactics that can help us rise above the noise of our competitors and ensure that our notifications/message is the one being heard.

Proximity Social Predatory Marketing is the best tool to disarm your competitors and will ensure your company is in a position of strength and ultimately boost your profits.

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