[INTRODUCTION]

[0:00:07] DC: Welcome to B2B Marketing B.S.

[0:00:11] GR: Where BS stands for Behavior and Strategy.

[0:00:15] DC: I'm Deborah Corn, the Founder of Print Media Centr and the Executive Director of Girls Who Print.

[0:00:21] GR: And I'm Gee Ranasinha, Founder of KEXINO and a Behavioral Science and Marketing Strategy Consultant. Most marketing conversations focus on what people do, not why they do it. In this podcast, we'll explore marketing through the lenses of behavioral science and strategy.

[0:00:39] DC: Each topic unfolds over three conversations, examining human behavior, business behavior, and the real-world consequences that follow. Together we'll challenge assumptions.

[0:00:52] GR: Question conventional wisdom.

[0:00:54] DC: And explore what actually works in the marketplace, from behavior and strategy to results with no BS.

[EPISODE]

[0:01:05] DC: Hey, everybody. Welcome to Podcasts From the Printerverse. This is Deborah Corn, your Intergalactic Ambassador. We are here with the B2B Marketing B.S. Podcast series, which means my co-host, Gee Ranasinha, is on the other end of this sound device. Hello.

[0:01:24] GR: Hi there, Deborah. Hi there, everyone. Glad to have you back again for our next installment.

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[0:01:30] DC: Excellent. This is the third and final conversation in our three-episode arc, exploring the topic Marketing People Forget. In the first episode, we talked about attention isn't memory, and we explored why getting attention doesn't automatically mean recall at any point in time. In the second, seen isn't remembered. We discussed what it means for businesses measuring and repeating their marketing and relying on vanity metrics for success in some cases, because there are other cases where vanity metrics are the success that people want. Okay, to each their own, correct?

In this episode, we are looking at what happens in the marketplace as a result of: how do you get attention? How do people keep it? Then what happens in the result? Modern marketing gives businesses more tools, templates, data, automation, algorithms, and “best practices,” because that's one of the phrases that we actually said in the first episode, what is the best practice to me, might not be a best practice to you, but yet there it is.

There are more tools and more ways to do these things, but when everyone is optimizing through the same systems and following the same signals, the same communication trends, it might all be easier to create, but it is definitely harder to remember. Some people call it beige marketing, right? You don't remember beige a lot, but you remember a red wall in a living room, which I've always dreamed of having, Gee.

[0:03:25] GR: Well, you should do it. I’ll come around and stir the paint pot.

[0:03:29] DC: Thank you. I appreciate that. Okay, Gee. First of all, let's establish a baseline here. What do we mean by forgettable by design?

[0:03:40] GR: I think we've been handed a bunch of things in the last 15, 20 years: tools, templates, data, automation, algorithms, all that stuff, right? Everything, all of this stuff was sold to us as a way of making our marketing better. The catch is that our competitors bought exactly the same stuff from exactly the same vendors, and they're reaching the exact same so-called best practices that we've all been hoodwinked into, and they're getting the same answers to the same questions at the same time.

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There's this thing called airspace. I don't know if you've ever heard of it. Somebody wrote this book called *Filter.* Well, hilarious book. It was about 10 years ago, and he was looking at independent coffee shops, and he looked at independent coffee shops from Brooklyn, New York, to Seoul, South Korea. He noticed that they all started looking pretty much the same. It was all that exposed brick and Edison bulbs and white tiles and flat white in a handless cup that would burn your fingers and all of that stuff. Nobody actually decided, "Oh, we wanted to make our coffee shop look like this coffee shop." But they were all chasing the same look because it did well on Instagram, I suppose. I think B2B marketing has walked straight into its own version of this book called *Airspace*. What we've got is a marketplace full of businesses that are easier than ever to see, but harder than ever to tell apart from each other.

[0:05:23] DC: It's a double-edged sword, Gee, because nobody has time for anything. But when you take the shortcuts and the shortcuts are giving you the same look, feel, and messaging as everybody else, and it becomes so easy to differentiate authentic from automated, that it does matter. But we are also in the marketing business. My brain is a little exploding here on what to do about this. How do tools and systems designed to improve marketing end up? It might make an improvement, but it is also making it just one of another thing in a row.

[0:06:12] GR: It's a big problem, isn't it? A common problem. I think it's a growing problem. I alluded to it earlier on. We've all got the same tools. All of these tools come with defaults. A default is basically somebody else's idea of what good looks like. The thing is, if we're honest with ourselves, many times, we're all using the defaults, right? Because we don't know how this stuff works. When a whole category uses the same tools and a whole category ends up using the same defaults, the whole category ends up sharing the same idea of what good looks like. You don't need to look far to find examples of this. You and I have talked about, we've skitted around the subject a couple of times. We've not actually delved into it. Maybe this is where we do, okay? Printer websites.

[0:07:08] DC: No.

[0:07:11] GR: Okay? So many of them run on the same handful of maybe they're a WordPress template, or it's a web-to-print platform. It means it's the same layout with the get a quote button in the same corner and very often, the same photo of the press, since everybody's running the

same model downloaded from the manufacturer's site, right? You go to the contact us page, and it's the same person wearing the headset, looking at you on the contact. It's never the real person. It's never who you'd actually call when you dial the number, right? None of these choices were particularly stupid on their own, apart from maybe putting a picture of a press on your home page. Well, I mean, duh. I mean, really? Okay. When you add them together, they produce a category where the only real difference between one site and the next site is the logo.

[0:08:12] DC: Yes. I'm going to have to push back on you, just on the e-commerce platforms, because I don't think that that is a fair assessment, because that is based upon user experience. As a user, I just want it as simple as possible to find what I need, get a quote, pay for it, and go on with my day. Now, that doesn't mean, by the way, I am an advocate of this, taking that to the next level. Okay. If there's going to be something on my website that says, this can come in glossy paper, or encoded paper. Assuming that the customer knows what those two things are is where I think is the place you could then differentiate. Click here to see uncoated paper; click here to request a sample.

[0:09:00] GR: A YouTube video of somebody holding it and –

[0:09:02] DC: Yeah. Well, again, it's a little- yes, 100% this all works. But eventually it leads to, hey, if you want to hold it in your own hand, reach out to us, which then gives the company a way to communicate further with that person. Specifically, what would you change about, you're right, the quote button is there, but they're there for reasons, because of the user experience. What would you change about that to fit into this conversation?

[0:09:36] GR: I would question the research that the web-to-print vendors have done to design what they believe to be the optimized buyer journey.

[0:09:50] DC: Okay. Let's sit there for a second, because that was genius.

[0:09:53] GR: Was it a mic drop moment?

[0:09:55] DC: No. Yeah, it actually really was, because my assumptions go about what I hear, but also my personal experience, because I buy a lot of things online. But there are much more

robust experiences that still give me the ease of purchasing what I want and knowing how much it's going to cost before I do that with a ton more behind it.

[0:10:19] GR: Exactly.

[0:10:20] DC: I think I might be on your page now. Damn you, Gee.

[0:10:25] GR: Welcome to the dark side. That's exactly the point. Firstly, there is no right answer.

[0:10:32] DC: Well, again, if your customers are dropping off and not purchasing, then there's a wrong answer, right? Yes.

[0:10:38] GR: There's a wrong answer. Yes. I just question whether software engineers are the right people to define your user experience.

[0:10:47] DC: You're killing me. You're right.

[0:10:51] GR: The only person who matters is the person whose signature is on the check.

[0:10:56] DC: Yeah, you're absolutely right. Yeah.

[0:10:58] GR: It's different for everyone, right? My B2B print website may be different from your B2B print website for good and valid and defensible reasons. I should have the ability to change whatever I need to change in that customer journey, just as you do. I'm not sure whether the level of customization at a very basic object level, element level is there on current web-to-print solutions. The thing is, as you just said, the biggest companies in the world are defining what a good customer journey looks like. In a certain way, we are in competition with Amazon or Apple.

[0:11:49] DC: Correct.

[0:11:49] GR: Or Nike, or Zappos, or –

[0:11:51] DC: Or Disney.

[0:11:52] GR: We are competing with them, because the customer is expecting that level of polish with the experience they're getting with us. At the moment, it's Fred Flintstone and Barney Rubble, right?

[0:12:07] DC: Yeah.

[0:12:08] GR: It's not there. We can't do anything about it, because we are subservient to the platforms that we're paying. God knows how much we're spending every month. Am I being too controversial here? I'm sorry.

[0:12:21] DC: No. Are you kidding me? This is our lane.

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[0:12:26] DC: Print Media Centr provides printspiration and resources to our vast network of global print and marketing professionals. Whether you are an industry supplier, print service provider, print customer, or consultant, we have you covered by providing resources and strategies that enable business marketing and creative success, reporting from global events, these podcasts, Project Peacock TV, and an array of community-lifting initiatives. We also work with OEMs, suppliers, industry organizations, and event producers, helping you connect and engage with our vast audience and achieve success with your sales, marketing, and conference endeavors. Visit Print Media Centr and connect with the Printerverse. Links in the show notes. Print long and prosper.

[EPISODE CONTINUED]

[0:13:18] DC: I gave a presentation the other day, and I was talking about the fact that there's a new Marvel movie coming out. My presentation was about how to capitalize on trends that are coming. There's a new Marvel movie coming out. There are people who are fanatics about that.

[0:13:36] GR: Sure. Absolutely.

[0:13:38] DC: My suggestion was that you can't interfere with what Marvel is literally sending; Disney is sending the movie theaters to have displays and where they can take photos and all that. I was like, you really can't interfere with that. But it's still a local movie theater. They could still have their own promotions. You can still work with another company and say, okay, while people are – if they come to the movie theater and they bring their ticket stub, they can get a scone with their coffee, or something.

[0:14:08] GR: Right. Joe Schmoe's hotdog, whatever.

[0:14:09] DC: Exactly. Go for dinner after the thing. But then, I gave the example to think like Disney. You don't wait in line at Disney. You are having a pre-ride experience.

[0:14:26] GR: Right. Exactly.

[0:14:27] DC: My idea was to put out a big banner, make it a certain section of the movie line. And there will be movie lines, a red-carpet moment, so that people can stand there and no copyright infringement, by the way, with Avengers. But people have come to the movie theater. Let them share that they are seeing Doomsday first, that there are so many ways to look at how those brands even handle the most tedious things. Nobody says they wait in line at Disney. They just say, the wait for the ride.

[0:15:05] GR: Do you know the Disney ride fake?

[0:15:10] DC: No.

[0:15:11] GR: If you're in a line waiting for a ride at a Disney Park, I'm sure other parks do the same thing. There's a sign every so often saying, "Okay, 45 minutes from here."

[0:15:21] DC: Yes.

[0:15:22] GR: It's 30 minutes from here. 25 minutes. That's actually exaggerated. It's actually much less.

[0:15:28] DC: So, that people are like, "Oh, bonus. It's moving fast. Look how fast this line is."

[0:15:32] GR: It's a thing that behavioral scientists call a peak-end rule.

[0:15:36] DC: Oh, I love it.

[0:15:37] GR: The last experience that you have with the brand needs to be exhilarating, happy, delightful. The last experience you have is, "Oh, I thought it was going to be 30 minutes, but actually it was 20." The lines weren't as bad as they were.

[0:15:52] DC: Yeah. I'm stealing that already. You know what? I'm on it. I'll get back to you in an hour, when I know I could do it in five minutes and then just be like, "Hey, I prioritized this. Here it is. I can give it to you in 15 minutes." Now, all of a sudden, yeah.

[0:16:04] GR: Our agency does the same thing, Deborah. It's the same thing, right? I will say to a client, "Yes, you will get everything by Friday," and we'll deliver on Thursday. Everybody goes, "Wow." Okay. Once you set the expectation and you deliver better upon it, you're the good guys.

[0:16:22] DC: However.

[0:16:23] GR: However.

[0:16:24] DC: Well, I'm just saying, there's a big difference between by Friday and on Friday. If you say by Friday, Thursday is by Friday. You did nothing except do what you said you were going to do. If you say on Friday and you give it to them Wednesday or Thursday, then you have beaten their expectations.

[0:16:42] GR: You're the hero, and you've made them the hero in front of their boss.

[0:16:45] DC: Yeah. 100%. What gets lost when marketers optimize too heavily for consistency, efficiency, or platform performance?

[0:16:56] GR: Well, I think we have to use the O word. You've already told me about how much you hate the O word. The O word is optimization. That's bringing you out in a rash.

[0:17:10] DC: No. I mean, I like the word as long as it's defined what we're optimizing.

[0:17:13] GR: Optimization is brilliant at one thing, which is finding the best version of whatever we're already doing. Optimization is completely useless at telling us what we should be doing if what we should be doing is something totally different. Engineers call this hill climbing. If we take whatever step goes upward, we'll reliably reach the top of the nearest hill, but we'll never find out that there was a mountain half a mile away, because there was no way to actually go downhill before we can go uphill. AB testing works the same way. It picks the better of two subject lines that we already wrote and other rounds, okay? But every business testing its emails ends up at the same point with the same curiosity bait subject lines and the same quick question opener. Since that's what we're optimizing for, that's what the numbers rewarding for everybody.

Platform performance puts the same point at a larger scale. The LinkedIn algorithm, for example, it rewards a particular kind of post. We all know that if we structure a post in a certain way with a one-line hook and then a short, broken up with single lines that occupy – I mean, I hate those things. Really hate those things. What happens is everybody learns to write that way, and the feed ends up looking like it was written by one very enthusiastic person with a lot of accounts.

[0:18:44] DC: And a lot of emojis at their disposal.

[0:18:47] GR: Oh, it's just horrible. I mean, really, I don't know who on earth thought that this was the best way to post stuff, right? When did paragraphs become sentences? This whole trying to gain the system with whatever particular format is a big problem. I think this drive for efficiency, as opposed to effectiveness, right? Efficiency is taking something else away, which is all of the small, slightly inefficient human stuff that people remember. If you looked at your customer service department purely from an efficiency standpoint, you couldn't have a handwritten thank you note tucked in with a delivery, or a phone call from the actual owner when a job went wrong, because none of this stuff survives a process review.

Since, as far as finance is concerned, on the spreadsheet, it's pure cost, right? Yet, these things are exactly the moments that a customer tells other people about. The emails that say your order has shipped, right? Nobody talks about them, because nobody cares. They care about the anecdotes. "Oh, things went wrong. It was my fault. It was there. It doesn't matter." But this is what happened. This is how we got to the end. At the end of it, I was happy. It's what I call remarkable. When I say remarkable, I don't mean, "Oh, amazing, awesome remark." I mean, remarkable as in it's a story that you can remark upon. It's something that you want to transfer.

[0:20:23] DC: I love that. I love that. I like the reframing of remarkable that way.

[0:20:28] GR: Remarkable. You have a remark that you want to transfer.

[0:20:32] DC: Yeah. I'm stealing that from you. I'm stealing a lot of things from you today.

[0:20:35] GR: It's yours. I give it to you with my open heart.

[0:20:37] DC: Thank you. I appreciate that.

[SPONSOR MESSAGE]

[0:20:40] GR: Your print shop runs like a finely tuned machine. From job ticket to shipping, print production just works. Which isn't worth much if it's a Tuesday afternoon and the phone's not ringing. A poor sales pipeline is an input problem, not an output problem. Why do our customers pick us? And where do we find the ones who've never heard of us? Printers who can answer these questions are the ones buyers call before the quotes go out. Everyone else gets asked about price. KEXINO works with you to extend your reach, generate leads, and close more business. Find us at kexino.com. That's K-E-X-I-N-O. Because nothing's going out if nothing's coming in.

[EPISODE CONTINUED]

[0:21:26] DC: Okay. The reality of the situation is, is that these tools are out there. They're not going away, especially with all the AI consultants out there; we are assuming that a lot of this is

being done with the support, help, or full authorship of AI. I do see those differences in some of the posts. I can tell you that I'm a hybrid. If I'm looking for a stat fact, something like that, I'll use AI to help me find that information. Since I am a blogger and not an author, I will have it look at my stuff and make it so that an editor is not going to go like, "Oh, God. We can't publish this." There's a lot of things that an editor would flag, versus a blogger, who's like, whatever. On my own website, that can be wrong. Not a fact, but a grammar, or something like that.

Now we're fighting, let's say, improved marketing is fighting against this – this will save you a ton of time, a ton of money, and you can put this stuff everywhere, where before you had to pay for it, or you had nobody to do this. How can they use all of these tools and not kill their personality and the emotions that happen when – I mean, I told this story the other day. I got an empty box shipped from Amazon.

[0:22:52] GR: Empty box?

[0:22:53] DC: Amazon shipped me an empty box. My product fell out of the box. Either a human or a robot put the empty box in a shipping bag, sent it to my house. When I got it, I'm like, "What could this possibly be that has no weight to it?" I could not imagine. When I opened and I opened an empty box. I just want to finish the story quickly, because now I should be upset. I paid for something, and there was an empty box came to my house, and I needed it. Now I don't have it.

[0:23:24] GR: Amazon thinks you've got it.

[0:23:26] DC: Because it's been delivered and I have a photo of it in front of my door. However, I went to Amazon and within 90 seconds, I had my refund in my account. There were no problems. Yeah, it was a little annoying; I didn't get the thing, but I didn't give it a second thought, because where that automation failed in the fulfillment process, the customer service optimization, because I only did it with a – whatever they call their AI thing. I didn't speak to a human. I didn't chat with a human. It was asking me to categorize what was wrong with my thing. I was like, it's missing parts. They're like, "We need some more information." I'm like, the thing that was supposed to be in the box wasn't there.

[0:24:15] GR: It was nowhere in the box.

[0:24:17] DC: I'm missing the whole part. That was a duality of optimization of one thing working and one thing not. The thing that was more important was the emotional impact of me having no problems with rectifying it from their end.

[0:24:37] GR: I'm totally mystified why more businesses in every industry haven't copied Amazon's after-sales customer journey process. Amazon have this thing, this call-me-back feature, right? If you have a problem with any delivery, maybe it's a size, maybe it's the product is wrong, maybe it's broken, maybe it's damaged, whatever it is. You go in there, and you want to get a return, and it doesn't fit in with the possible options of why you want to return it. You hit call me back, okay? You hit that call me back, and without exaggeration, Deborah, okay? Four seconds later, your phone rings. It shows Amazon on the caller ID. But you don't have to give your customer name, your order number, the product you're talking about; they know all of that stuff. All they say is, "Hello, Mr. Ranasinha. What's the problem with your order?" You explain it, and they sort it, and it's done.

[0:25:46] DC: They also give you options.

[0:25:49] GR: All of this stuff is in place, right? It's a technology problem, not a human problem.

[0:25:54] DC: Right. But it is emotional, because they give you the choice how you want it rectified. Would you like us to send you another one? Would you like the money credited back to your Amazon account? Would you like it returned to however you paid it? I mean, so you're in control of this now, and it is emotional. I think it is emotional, especially if you have ever gotten to a situation with a printer where a reprint was necessary. I'm just saying, those can be heated conversations. I'm not –

[0:26:31] GR: Absolutely.

[0:26:32] DC: – suggesting at all that the customer is always right. I'm not. I'm just saying that how you handle that becomes something that you remember. It is marketing that people won't

forget, because you do remember the people who helped you out of problems, I think. At least I do in my printing world.

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[0:26:56] DC: Leadership isn't a title, it's a journey. And Girls Who Print membership supports you at every step, with resources to grow your skills, boost your confidence, and expand your professional network. Through our member-exclusive programs, you'll tap into industry expertise, connect with mentors and peers, and access opportunities that open doors you didn't even know existed. Whether you want to lead a team, launch a business, or explore new possibilities in print, we are here to help you do it with community, not competition. Join Girls Who Print today and take the lead in your career. To learn more about our comprehensive membership program, visit girlswhoprint.org. Empower long and prosper.

[EPISODE CONTINUED]

[0:27:48] GR: Whether you like them or hate them, the way Amazon handled that after-sales service is something which, again, is remarkable. You've got a story that you can tell somebody else. You know what? I had this problem. I hit this button. Amazon called me back and within 30 seconds it was solved.

[0:28:06] DC: Right.

[0:28:07] GR: That was it. Job done, right?

[0:28:09] DC: I know. It's crazy.

[0:28:11] GR: Now to answer your question, think about the last five printer websites you looked at. If I covered up the logos, could you tell me who was who?

[0:28:20] DC: Absolutely not.

[0:28:21] GR: I guess, it's no. Right. That's the problem, because best practices, best for whom, right? Best practices and templates are great at structure, but they're terrible at personality. The way to utilize them is to let them do the job they're good at and keep them well away from stuff that they're no good at. A template can decide where the quote button goes, or where the product specs are laid out. Since nobody remembers a printer, because of their navigation menu, right? But what the template shouldn't be allowed anywhere near are the words that the buyer reads and the things that we believe about print that the printer down the road doesn't talk about.

Trends work the same way. Using a trend is fine when it comes to something that's already ours, right? But it's a problem when the trend is the whole idea, since a trend belongs to everybody and it fades on everybody's schedule, including ours. This is where AI fits in, because they're useful for the first draft of the boring stuff, spec sheets and job confirmation, emails and that sort of stuff, right? But if the goal was to make us memorable, then it can't come from the same machine that our competitors are using, with the same prompt, right? It's going to come out sounding like they are, or the same. Anyway, you’re not sounding like them. It's going to sound generic.

There's a simple test. Take any piece of your marketing, swap your name or your logo for a competitors and read it again. If it still works, just as well for them as it does for you, it's a template doing a job that needs a person to do that job.

[0:30:13] DC: Okay. Let's just take this to another category for a second. While you were just giving that example, I started thinking about all the AlphaGraphics and Signarama and the franchise printers who are all part of the same network, Minuteman Press, for example; they are independent franchises, but they are part of a brand, and their websites are all the same. The only difference is you're at that particular location. How are those people supposed to handle a situation like this?

[0:30:46] GR: They have restrictions in what they can and can't say. The problem is not at the customer-facing level, i.e., the franchisee. The problem is with the brand. If the terms of engagement don't allow your franchisees to be able to best optimize, sorry for the O word, to

optimize their customer-facing communication according to the particular ICP that they're going after, then the problem is not with them, it's with you.

[0:31:21] DC: If you were to advise marketers on something that they should protect at all costs, if they want their communications to be remembered, what would it be? One thing.

[0:31:33] GR: Point of view.

[0:31:34] DC: Interesting.

[0:31:36] GR: The first thing to protect is your own organization's point of view. What I mean by that is something we believe about print, or about how our customers should be treated, or a particular stand that we have, that we can say, even if some buyers disagree with it. Because a point of view is one thing a tool can't generate for us, since a tool doesn't know what we think and our competitors can't copy it, without first having to change their minds. That's number one. The second is the rough edges.

[0:32:15] DC: I only gave you one and now you're already gone to two. Look at you.

[0:32:18] GR: I'm sorry. I'm sorry. Yeah.

[0:32:20] DC: Okay. You get one more. Go ahead.

[0:32:21] GR: Yeah. Okay. Every business has a few things about the way that it talks and works in a committee would sand off the edges, right? Maybe the founder has a particularly odd, or suspect sense of humor, right? Or there's a blunt way that the estimator explains why a job costs what it costs, all of that stuff, right? Those are the things that carry the emotion, and the emotion is what the brain uses to decide what's worth keeping. As we saw in previous episodes, they're the first things that go when we start "optimizing."

I want to quote Bill Bernbach again, because he is one of my heroes and he's the ad man behind the Volkswagen Think Small campaign. He used to say that in advertising, not to be different is virtual suicide. I think that's something to take away. The tools that we've been

handed make it easier than it's ever been to look exactly like everybody else, but it's very, very easy not to notice that we've done it.

[0:33:30] DC: Yeah. At the end of these episodes, we do the BS breakdown, and Gee gives everybody three things that you can do to put today's discussion into practice.

[0:33:43] GR: Yeah. Number one, let's run the logo test. Look at the homepage and then look at the homepage of three of your biggest competitors and cover up those logos and ask someone outside of our business to match them up.

[0:34:01] DC: Oh, that's interesting.

[0:34:02] GR: If they can't do that, then we know exactly where we need to start, right? That's number one. It's an easy thing. It doesn't cost much. The next one I would say is decide what the template and the AI applications are allowed to touch and what they are not allowed to touch. Write down which parts of our marketing can be templated, or machine drafted, and which parts require a person that needs to write it; headlines, anything that says what we believe, what makes us who we are, all that stuff. Then whatever we draft up, stick to it, especially when we're busy, because that's when generally when the wheels come off, right?

Then number three, replace one generic thing a month with something that we do that can only be ours. If there's a stock photo, replace it with a real photo of our real people, right? That contact us page with the person with the headset, looking at you, saying, "Contact us." Replace it with whoever answers the phone, or replace it with a real CSO, right?

[0:35:17] DC: Imagine replacing it with a picture of a telephone and saying, "Hi, this is a telephone. We still use it. If you want to get in touch with us, go right ahead." I mean, that would be something I'd be like, "Oh, my God. They're going to answer the phone. They're actually asking me to call them."

[0:35:31] GR: Exactly. Exactly. Rewrite one page in the way that our best salesperson would explain it when they're talking to a prospect over a beer. You do that, and in 12 months, you'd have a website that nobody could mistake for anybody else.

[0:35:51] DC: I absolutely love that. I love to eat the elephant one bite at a time plan that you laid out. Yeah, today we've explored the marketplace consequences of marketing that has been optimized to be seen and not necessarily remembered, under the banner of marketing people forget.

Over the past three conversations, we've looked at the topic through the lenses of human attention and memory, business behavior, and this one covered marketplace outcomes. If there's one lesson that connects all three, it's that visibility is only the beginning. Marketing must leave something behind if it expects to matter after the moment is over. Thank you so much, Gee, and thanks to everyone for joining us today. Please subscribe to Podcasts From the Printerverse wherever you're listening so you never miss an episode. Until next time, market long and prosper.

[END OF EPISODE]

[0:36:51] DC: Thanks for listening to Podcasts From the Printerverse. Please subscribe, click some stars, and leave us a review. Connect with us through printmediacentr.com; we'd love to hear your feedback on our shows and topics that are of interest for future broadcasts. Until next time, thanks for joining us. Print long and prosper.

[END]

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