

— FROM —

MAD MEN

— TO —

MODERN MARKETING



MICHELLE STANSBURY



INDIE BOOKS
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FROM **MAD MEN** TO MODERN MARKETING

How Marketing Leaders Can Dramatically Improve Results

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Prologue

Why Old School *Mad Men* Ideas Still Work— and When They Fall Short

“**M**ad Men” is a term coined in the 1950s to describe New York’s Madison Avenue advertising executives brought to life in the popular TV show of the same name.

In the compelling world of advertising depicted in *Mad Men*, we were captivated by the masterful art of persuasion and creativity. The show provided a fascinating glimpse into the world of marketing and the creation of iconic campaigns. The “Mad Men” era, roughly the 1950s and 1960s, is heavily romanticized as well as criticized.

The fictional advertising agency, Sterling Cooper, and its enigmatic protagonist, Don Draper, possessed an innate understanding of the importance of creativity and emotional connection in marketing. Don Draper and the creative team would sit around, staring into space, trying to come up with *the* big idea to pitch to a client. Once they convinced the client that their idea was brilliant, Don's job was done.

Now, the process for creating a marketing campaign is different from start to finish.

With modern marketing, instead of taking a nap or going to a movie, waiting for inspiration to strike, we look at research. We have insights into customer trends, buying patterns, sales cycles, and conversion goals. While creativity is still essential, marketing pros should direct their creativity with a strategic and results-oriented approach.

We don't take one big idea and go all in. We test. Instead of taking a million-dollar gamble on a campaign we hope will work, we start small and make sure the idea is driving results. We split-test different messaging, graphics, and outlets to optimize the campaign before committing additional resources to an approach.

Unlike Don, whose job was complete after he pitched a campaign, modern marketers are not only responsible for our ideas, we are also accountable for results. The measure of our success isn't just how much a client likes the idea or how many martinis we can drink at lunch. We track results and find ways to make marketing analytics both quantifiable and meaningful. Digital marketing, with its laser-focused targeting and real-time analytics, has become the dominant force. Yet, amidst the glow of social media campaigns and SEO optimization, the enduring power of “Mad Men” era marketing tactics still remains valuable. Beyond the smoke-filled offices and sharp suits, there were fundamental marketing principles at play.

The key to success in today's marketing landscape lies in a strategic blend of some of the *Mad Men* principles combined with modern tools and know-how. Storytelling remains powerful, but the stories are told on social media platforms and video channels. Personalization is paramount, but it's fueled by data and delivered through targeted messaging.

By understanding the power of branding, tailoring messages to the audience, differentiating from the competition, adapting to change, and balancing creativity

with strategy, modern marketers can channel the brilliance exhibited in *Mad Men* to create impactful and enduring marketing campaigns.

Understanding the Three Types of Marketing

Don once described creative brand campaigns as the “window dressing” to sell advertising with a 15 percent markup. Modern marketing campaigns are much more than just advertising.

POEM: Paid, Owned, and Earned Marketing

There are actually three types of marketing to consider, which have an easy-to-remember acronym, POEM: Paid, Owned, and Earned Marketing. An effective communication strategy will address all three types and integrate them into one cohesive strategy.

Paid Marketing

Paid marketing, or advertising, was the foundation of Madison Avenue agencies. Advertising includes traditional print advertising and also digital advertising like search engine marketing. One significant benefit of paid marketing is that it usually comes with concrete data on audience numbers and demographics, which you can weigh against the cost of the advertisement. With paid marketing, businesses can control their messaging, targeting, and timing, making it a reliable strategy for achieving predictable results. The downside to paid marketing is that people have become accustomed to tuning out advertisements and often actively try to avoid them. And, while the audience numbers provided are based on data, some media platforms may overstate their paid marketing opportunities by presenting only the most appealing data.

Owned Marketing

Owned marketing refers to the promotion of a brand through assets that a business directly controls, such as websites, blogs, social media profiles, and email lists. It focuses on creating and distributing valuable content to engage and retain existing customers. Owned marketing allows businesses to establish their brand identity, build credibility, and nurture long-term relationships with

their audience. While owned marketing requires time and effort to produce compelling content, it is relatively cost-effective compared to paid marketing, making it accessible to businesses with limited budgets. Even so, the return on investment (ROI) of owned marketing can be tough to track, as it is often used as part of a multitouch campaign to help nurture ongoing relationships with an audience, fostering brand loyalty and customer retention.

Earned Marketing

Earned marketing encompasses the exposure and recognition a brand receives through customer advocacy, reviews, and media coverage. In short, when someone outside your company promotes you, that is called earned marketing. There are two important categories within earned marketing: word of mouth and press exposure. Word of mouth includes reviews from customers and recommendations from clients and partners. When customers share their positive experiences with a brand, it can lead to a ripple effect, generating organic exposure and expanding the brand's reach to new audiences. Press exposure, also called PR, entails journalists creating media coverage about a company, organization, or issue.

At its core, PR is the deliberate practice of managing the spread of information and building a positive public perception. It's about strategically crafting messages and

***MAD MEN* on Simplicity**

“Make it simple,
but significant.”

Don Draper



narratives that resonate with both your target audience and also the reporters or editors you want to cover your brand. PR typically requires cultivating relationships with journalists and media outlets, ensuring a brand's stories are told in a positive light. Through strategic media placements, marketers can significantly increase brand awareness, reaching new potential customers.

Earned media holds significantly more weight with consumers because it's perceived as unbiased and trustworthy. Earned marketing, in all its forms, is the most credible source of marketing and the most effective way to reach a new audience and establish expertise with your current network.

A Note on Social Media

Social media can be used as a tool within all three marketing categories. Within paid marketing, there is social media advertising. A company or organization's own social media page is a form of owned marketing. Social media can become earned marketing when your content is shared by others.