



# Why Outdated Marketing Strategy Kills Manufacturing Businesses

questions. The tough, specific, brutally honest, focused and clearly stated questions necessary to decide exactly where you're sailing your ship and where the biggest future opportunities are.

The Microscope is the operational or tactical side. It's very much an internal focus, looking at YOUR business needs, the short term here-and-now, examining your navel, and being very insular. I always look at the Microscope as being the tactical side of your marketing activities. It's also focusing on doing your website, your brochure, your PR, social media, or exhibition stand, etc.

The premise for my book 'Marketing for Manufacturers' is that too many small to mid-size manufacturers spend too much time looking down the Microscope and not enough time looking through the Telescope.

You see, the Telescope is about the thinking, external, observational and market intelligence aspect of marketing, whereas the Microscope is the internal, myopic, activity part of marketing.

I believe the Microscope must always be a function of the Telescope and not the other way around.

But too many manufacturers tell me, we just need to get the website done (tactics) then we'll take a look at the strategy. The trouble is, the website should be a function of the strategic thinking, not the other way around. It's like the photographer who says, I'm too busy to properly focus my camera (strategic) I've got to press on and take these photographs (tactical). This is what I call the busy-ness of marketing. How many small to mid-size manufacturers are operating with this kind of blurred, fuzzy view of their marketing strategy and wondering why they're not getting effective results? It's a large number!

I believe this indifference and apathy towards telescope marketing is what I call in the book 'The Great Marketing Gap'. And it's costing manufacturers, and the UK economy, around £24billion a year. You see, too many manufacturers either have no marketing strategy for their business, or the strategy they have is obsolete. And guess why it could be obsolete? It's because of rapid change.

You know, today change itself is changing. In the last 20 years' it's gone from incremental change to exponential change. Which means the change gap is widening at an ever-increasing rate. So, you need to ask yourself: "When was the last time I did a strategic marketing review of where my manufacturing business is today and where is it heading?"

I'm often asked: "How regularly should you be reviewing your marketing and business strategy?" It depends on how dynamic your industry is, but as a rule of thumb you should be considering it at least every 2 years, if not sooner with a more technology driven industry, especially checking for market disrupters. You could be in a market where a new development or innovation can bring about a dramatic and disruptive impact on your entire industry, let alone your business. But if you're not taking the time to review its impact you could be the BlockBuster working really hard trying to press on renting more videos and DVDs in a market where you're not adapting to the changing landscape and environment towards digital downloads. And I don't need to tell you what happened as a consequence.

You see, when you set a strategy you have a certain set of assumptions. i.e. This is the way my industry is...this is the way it's going to be...this is what I'm doing in order to take advantage of it.

But when you have dramatic changes in the economy, industry and technology, what you have to do is pull back and say...the situation here may have changed...so my strategy has to change.

**The problem is, if you don't have a strategy... you are forced to OPERATE!**

But when you're just operating, you're like the person who's constantly looking down the microscope, too focused on your next step instead of looking at the road ahead. This can be the difference between a thriving growing business and one that's continually struggling or stagnating.

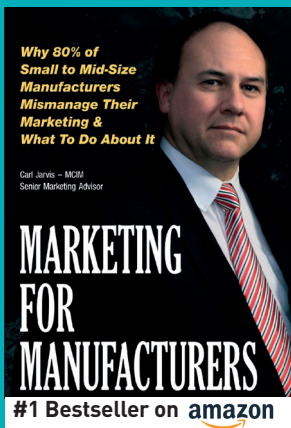
**So, when was the last time you reviewed your marketing strategy?**

**If it's been more than two years ago you need to make this a top priority, and SOON!**

**"When was the last time you did a robust review of your marketing strategy? In fact, when was the last time you considered your business strategy at all?"**

I'd like you to think about your marketing from two perspectives. One is you looking down a Microscope and the other is you looking through a Telescope. Which one of these methods did you use to arrive at your current marketing strategy? And which method do you continue to use to develop your future marketing strategy?

The Telescope is about looking and considering where the future is heading, what are the trends, what are others doing in your industry, where are your customers heading, where are your customers' markets heading? It's the blue-sky thinking regards what's happening out there in the big wide world. It's certainly the thinking, research and intelligence part of marketing. Ultimately, it's about asking and answering better strategic



## Call to Action:

Chapter 10 of Carl's book has 14 of the most powerful questions you need to ask yourself to develop an effective marketing strategy.

You can download a **free list** of the **top 9 questions**, from his website, at [www.carljarvis.com/topquestions](http://www.carljarvis.com/topquestions)

## About The Author:

**Carl Jarvis (MCIM and Senior Marketing Advisor)** specialises in private consulting for small to mid-size (SME) businesses under £10million, with an emphasis on Manufacturers. Originally a qualified mechanical and production engineer, since 1999 he's been an independent senior marketing advisor, guide, educator, mentor, and speaker who brings a refreshing perspective to top-level boardroom decision-making. As a bestselling author, also working internationally, he delivers independent strategic marketing consultancy to SME business owners and managers to help them win dream customers. [www.carljarvis.com](http://www.carljarvis.com)

## Looking for Grant Funded Marketing Support?

As a **Business Ready Growth Specialist** for the University of Warwick Science Park, Carl can deliver his strategic marketing consultancy to SME's, based within the Coventry & Warwickshire area, paid for by UWSP, ERDF & Warwickshire CC, which is completely free of charge to you, the business owner.

If you have the characteristics and ambition for growth, want to access new markets, and are interested in securing new customers, winning new orders and looking for proven marketing methods, then email Carl at [Carl@CarlJarvis.com](mailto:Carl@CarlJarvis.com), express your interest in the 'Business Ready Marketing Support' and Carl will arrange a brief phone call to check your eligibility & requirements.

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