

Marketers Are From Mars, Consumers Are From New Jersey

Why do marketers and consumers often seem to be speaking different languages?

In their book, *Marketers Are From Mars, Consumers Are From New Jersey*, Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan argue that the problem lies in the different ways that marketers and consumers think. Marketers are from Mars because they are focused on the rational, logical side of the brain. They think in terms of facts, figures, and data. Consumers, on the other hand, are from New Jersey because they are focused on the emotional, intuitive side of the brain. They think in terms of feelings, experiences, and relationships.



Marketers Are From Mars, Consumers Are From New Jersey by Bob Hoffman

★★★★☆ 4.6 out of 5

Language : English
File size : 1551 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 192 pages
Lending : Enabled

FREE

DOWNLOAD E-BOOK



This difference in thinking leads to a number of misunderstandings and miscommunications between marketers and consumers. For example,

marketers often focus on the features and benefits of their products, while consumers are more interested in how the products will make them feel. Marketers often talk about the importance of building relationships with customers, while consumers are more interested in getting the best possible deal. And marketers often focus on the long-term, while consumers are more concerned with the short-term.

To be successful, marketers need to understand the different ways that consumers think. They need to speak the language of consumers, and they need to understand the emotions and motivations that drive consumer behavior. Only then can they create marketing campaigns that are truly effective.

The seven key differences between marketers and consumers

Kotler, Kartajaya, and Setiawan identify seven key differences between marketers and consumers:

1. ****Marketers are more analytical, while consumers are more intuitive.****
Marketers rely on data and research to make decisions, while consumers are more likely to trust their gut.
2. ****Marketers are more focused on the long-term, while consumers are more focused on the short-term.**** Marketers think about how their decisions will affect the company's bottom line in the future, while consumers are more concerned with getting the best possible deal today.
3. ****Marketers are more interested in selling products, while consumers are more interested in buying experiences.**** Marketers focus on the

features and benefits of their products, while consumers are more interested in how the products will make them feel.

4. ****Marketers are more likely to be influenced by logic, while consumers are more likely to be influenced by emotion.**** Marketers try to persuade consumers using facts and figures, while consumers are more likely to be swayed by emotional appeals.
5. ****Marketers are more likely to be extroverted, while consumers are more likely to be introverted.**** Marketers are comfortable talking to strangers and being the center of attention, while consumers are more reserved and prefer to listen to others.
6. ****Marketers are more likely to be optimistic, while consumers are more likely to be pessimistic.**** Marketers believe that the future is bright, while consumers are more likely to worry about the future.
7. ****Marketers are more likely to be risk-takers, while consumers are more likely to be risk-averse.**** Marketers are willing to take risks in Free Download to achieve their goals, while consumers are more likely to play it safe.

How to bridge the gap between marketers and consumers

The differences between marketers and consumers can create a number of challenges for marketers. However, there are a number of things that marketers can do to bridge the gap and create more effective marketing campaigns.

- ****Understand the different ways that consumers think.**** Marketers need to understand the emotional and intuitive side of the brain. They need to know what motivates consumers and what makes them tick.

- ****Speak the language of consumers.**** Marketers need to use language that consumers can understand. They need to avoid jargon and technical terms, and they need to focus on the benefits that consumers care about.
- ****Build relationships with consumers.**** Marketers need to build relationships with consumers, not just sell them products. They need to listen to consumers, understand their needs, and provide them with valuable information and support.
- ****Create experiences, not just products.**** Marketers need to focus on creating experiences that consumers will love. They need to think about how their products can make consumers feel, and they need to create marketing campaigns that are engaging and memorable.

By following these tips, marketers can bridge the gap between themselves and consumers and create more effective marketing campaigns.

Marketers and consumers are from different planets, but they can still communicate with each other. By understanding the different ways that consumers think, marketers can create marketing campaigns that are truly effective.



Marketers Are From Mars, Consumers Are From New Jersey by Bob Hoffman

★★★★☆ 4.6 out of 5

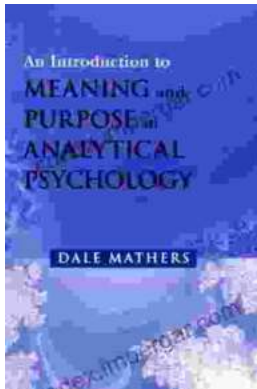
Language : English
 File size : 1551 KB
 Text-to-Speech : Enabled
 Screen Reader : Supported
 Enhanced typesetting : Enabled
 Word Wise : Enabled
 Print length : 192 pages

Lending

: Enabled

FREE

DOWNLOAD E-BOOK



Unlocking Meaning and Purpose in Life: An Exploration of Analytical Psychology

In an increasingly complex and fast-paced world, finding meaning and purpose in life can feel like an elusive quest. Analytical Psychology, a school of...



Memoirs of the Early Pioneer Settlers of Ohio Illustrated

A Window into the Lives of Courageous Settlers Step back in time and witness the extraordinary journey of Ohio's early pioneers through the lens of their own compelling...