

## **Powerfully Funny December 2010 News from Kathy Klotz-Guest**

I help companies innovate new products and services and then creatively market their innovations to the world. Innovation is essential to business survival, and it should be fun. If you're not having fun innovating or marketing your business, let's talk!

### **Putting the Human Element Back Into Innovation and Marketing in 2011**

Hello everyone,

Another year is coming to a close. I can't believe it. I am really looking forward to a new year of fresh ideas and new possibilities. And, to kick that off, I have a new website coming at the end of January 2011. I can't wait. Speaking of fresh ideas, the new site and brand will focus around bringing the human element back to marketing and storytelling. What does that mean? It means marketing that sounds like it was written by people for people – without the jargon, BS, and nonsense. It means stories that connect, and deepen engagement and relationships. That means greater results. And of course, humor is a part of the human experience. So no worries – humor isn't going anywhere when it comes to our services. It's a key part of what makes us human.

And it's not just about how we market to the outside world. Imagine using a more human-centered approach to product development and internal marketing with the use of creative techniques that get better results and allow for new discoveries. Besides, people develop for people. Imagine innovating in a non-linear way that allowed people to feel creative, fresh, and inspired by the power of play and discovery. What's more human than that? Well, that's exactly why we're rebranding. It's so much more than just having fun; yet fun is a powerful and creative conduit for innovation inside and outside the organization. The human element powering internal innovation AND better marketing to your customers and

prospects...now what's better than that?!

I want to know what you think! Visit <http://kathyklotzguest.wordpress.com> and let's chat!

Here's to bringing the human element back into your business in 2011.

Kathy

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#### **In This Issue**

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#### **Where in the World is Kathy Speaking Next?**

Looking for a fun speaker on marketing, innovation, and humor? Interested in a workshop that uses improvisational techniques for fresh, creative solutions to business challenges? Book Kathy for your next event:

[Kathy@powerfullyfunny.com](mailto:Kathy@powerfullyfunny.com).

#### **Feature: Where There's Jargon, There's Parody...And a Few Serious Reminders That Marketing is About *The Human Element***

New media like any set of new technologies has plenty of jargon, let's face it. And sadly, it's precisely this kind of buzzword bingo that does marketers and their customers a huge disservice. New media buzzwords sound like the empty, substance-free rhetoric we hear from politicians – it may sound interesting, but they're not saying anything. Jargon only masks the fact that many of these marketers and their targets don't understand the conversation. And how can they? Real people with real needs don't talk like that! Jargon gets between you and your audience and ends up like a bad restaurant experience – in that no one is really served well. Marketing is always about the human experience and it starts with speaking like one.

One site that has been making the rounds – and I've been contacted with the link several times – is a site called, "[What the F— Is My Social Media Strategy.](#)" Its mission is "making it up so you don't have to." The site mixes up social media nouns and verbs to create pitches "you can BS your clients with."

Funny? Absolutely. Entertaining? No question. Sad commentary on the state of social media marketing? Unequivocally, yes. Therein lies the rub.

Where there's jargon, there will always be parody. It's that simple. Parody is a way of making sense of complexity, of navigating the absurd and trying to find a way to

cut through the “noise.” Parody is a great thing – yes, it’s fun. More importantly, it’s a mirror and barometer for how we’re doing as marketers – of how clearly (or not) our messages are getting through. Jargon, like any noise, makes it that much more difficult to achieve clarity. But buzzwords are great feedback. Parody tells us when we’ve reached an inflection point where conversation has become “run off” and that continuing to converse in the same old non-human, unnatural way further erodes company thought leadership and credibility. It’s bad enough when you do a Google search for social media expert, everyone and their dog surfaces; now add to that the lack of clear conversation about the use of tools to **ENABLE REAL CONVERSATION**. See the huge irony? Like a recursive argument, the nuttiness almost collapses in on itself. Like a big black hole of shame.

Jargon has not only permeated our social consciousness, but also, like a bad drug reaction, it’s left us unable to communicate clearly. When parody reaches the same viral status, it’s an undeniably fun (no argument from me), but unmistakably clear message that we, as marketers, need to do a better job communicating and stop the insanity (not the fun, just the jargon-laden BS). Really folks – would you take someone seriously that talked like that to you? Of course not, so why do marketers do this to their customers? The way to connect with your customers and employees means talking to them like the people they are.

What if marketing were about storytelling that connects people to people? Well it can and should be that way! Whoever said that b2b stands for blah to boring? Even in business, we sell to people. And our marketing efforts shouldn’t read and sound like they were created by and for robots.

I know first-hand how great marketing generates better results. Great marketing connects because it “speaks” in human tones – human needs, issues, voices, and human aspirations. Jargon is the anti-human element that prevents deeper customer relationships. In an age of declining corporate trust, increasing peer influence, and deepening human connections facilitated by new media, it’s time now more than ever to put the human back into the marketing conversation. New media is only a set of technologies to help people connect with each other in more meaningful ways. If marketing efforts fail to engage customers and deepen relationships, than it hasn’t done its job.

The good news is that it can be different.

Put the human element back into your marketing. Call Kathy, and back away from the jargon!

### **Get Your Free White Paper: Putting The Human Element Back into Innovation**

Email [Kathy@powerfullyfunny.com](mailto:Kathy@powerfullyfunny.com). Tell me what your greatest business challenge is and how you are solving it. What’s working and what’s not.

### **Innovating a Better Customer Experience Starts with a Marketing Review**

- How hard is it to reach a live person when a customer calls? Called your own

voicemail? What's your turnaround time on email? Ordered from your own site?

- Is your marketing (website, collateral, etc.) consistent in tone, look, and message?
- Are your messages falling flat? Are sales?
- Do you know who your key target is? Do you need or have multiple targets?

Now is a great time for a marketing review. We'll review all the ways you touch your customer - website, voicemail, emails, direct mail, collateral, etc. - and make recommendations to improve your customers' experience and your bottom line!

*Call 408.578.8040.*

### **Contact Kathy**

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