

Why Good Marketing Doesn't Work

*The biggest marketing problems
aren't actually marketing problems.
They're **understanding** problems.*

September 2026

kinetic
MARKETING & CREATIVE



We Assume People Know What Really Matters

People think:

Honey

Beekeepers know:

Pollination



*And pollination is where
the real value lives.*

Why Do We Do This Work?

GOAL: Sell our products or services.

➤ *How many of you have ever built a communication strategy based on assumptions about **what your audience knows, believes or values?***

Bee Lesson



You don't understand a hive by standing outside and making assumptions.

- You open it.
- You observe.
- You ask what's actually happening.

That's exactly what primary research is.

If you want to understand a hive, you have to get close enough to see what's really happening.

Assumption Is Expensive

Most communication challenges are not communication problems.
They're understanding problems.

We struggle when:

- We assume people know what we do.
- We assume people understand our value.
- We assume people care about the same things we care about.
- We assume our audiences are all in the same place.

Primary research helps us replace assumptions with evidence.

You Know What They Say About Assumptions...



*Before you decide what to communicate,
go talk to the people you're trying to influence.*

Primary Research

A SIMPLE RESEARCH PROCESS

Who do you talk to?

Identify people from groups such as:

- Customers
- Prospects
- Lost customers
- Employees
- Referral sources
- People who chose someone else

You don't need a research study. Talk to five or ten people.

What Information Will You Get?

- Gather insight
- Identify patterns
- Misconceptions
- Repeated language
- Emotional themes
- Unexpected insights

➤ *The goal is to:*
Look for patterns. What does this get you?
Relevance and Positioning.

Positioning: The Queen Bee of All Messaging

We now understand our audience.

How do we connect what we do to **what they care about?**

The next question becomes:

***How do we help them understand
why our products or services matter?***

Positioning

POSITIONING

/pə'zɪʃənɪŋ/

noun

The space you intentionally occupy in the minds of your audience.

*How many of you have
ever had someone say,
“I had no idea your
business did that?”*

The Positioning Gap

WHAT WE TALK ABOUT

- Products
- Services
- Features
- Capabilities
- Years in business
- Locations

WHAT AUDIENCES CARE ABOUT

- Their money
- Their time
- Their family
- Their business
- Their health
- Their future

The gap between those two columns is where **mediocre marketing** lives.

They Don't Care About You, We Care About Themselves

A few fast examples.

Hospital:

"We offer orthopedic surgery" → "Get back to the life you've been missing."

Manufacturer:

"We manufacture X" → business continuity/less downtime/confidence.

Financial institution:

"Checking, savings and lending" → helping people build the life they're working for.

Don't Do Activity For The Sake of Activity

Now you've moved from

activity → relevance

That's **positioning**.

*Audience matters.
Stage matters.*

*Positioning isn't
changing the truth.*

It's changing the relevance.

Bee Lesson



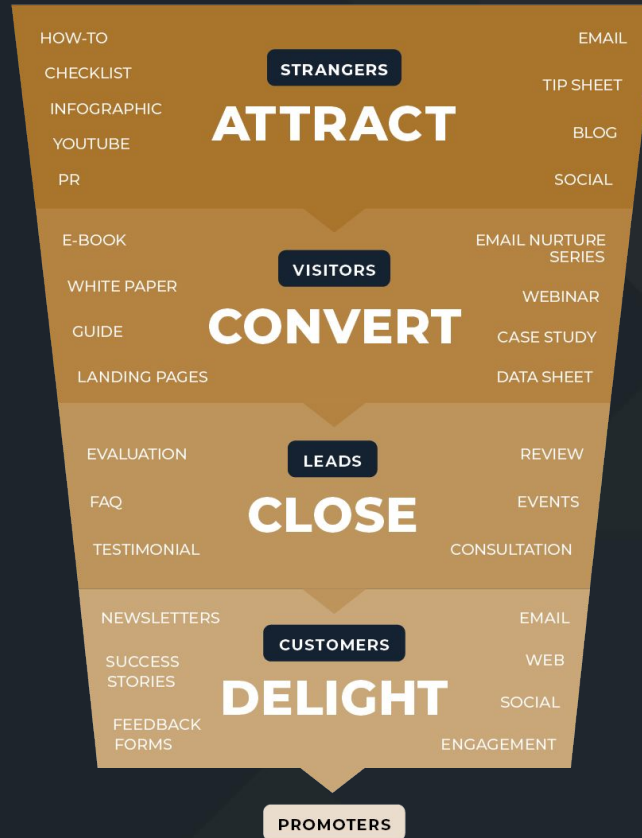
A bee communicates differently depending on what the colony needs.

They're not broadcasting information.

They're moving behavior.

*"Our job isn't to communicate
the same thing to everyone.
Our job is to help people take
the next step."*

Marketing Funnel



Right Tactic, Right Stage

This journey is a funnel that Kinetic follows for our clients to make sure we have appropriate content at the right stage of the journey to continue moving people from **Awareness to Advocacy**.

Review

AUDIENCE DISCOVERY TO PRIMARY RESEARCH

- Stop assuming
- Go ask
- Gather insights
- Build hypotheses
- From information to positioning
- Same truth, different relevance
- Audience matters
- Stage matters
- Channel matters
- Understand audiences

Positioning is helping people understand why something matters.

The Truth Doesn't Change

The audience **does**.

The stage **does**.

The relevance **does**.

The channel **does**.

Why Good Marketing Doesn't Work

Wrong message + wrong stage = **confusion**

Right message + wrong stage = **apathy**

Right message + right stage = **movement**

Before You Market Anything, Ask...

- Who are we trying to move?
- What do we actually know about them?
- What matters to them?
- Where are they right now?
- What's the next reasonable step?
- What would make that step matter to them?

➤ *Ongoing audience movement.*

Moving People Forward Requires More Than One Message

*Awareness**Recognition**Trust**Support**Advocacy*

No single campaign accomplishes all of that.

It requires:

- Consistency
- Relevance
- Reinforcement
- Time

➤ *That's where our communication system comes in.*

Say It Loud and Say It Often



*Bees don't survive because they
communicate once.*

*They survive because
communication is continuous.*

*Marketing isn't the first
problem to solve.
Understanding people is.*

Q&A + Open Discussion



Thank You!

117 N. Broadway | Billings, MT 59101
406.534.2140 | info@kineticmc.com
KINETICMC.COM