

SPECIAL REPORT

TRADITIONAL ADVERTISING IS DYING

WELCOME TO THE AGE OF ADLESS-
MARKETING WITHOUT ADVERTISING

Traditional advertising is dying a slow, painful and very public death. The one-to-many advertising format, in which brands try to convince us to buy – is no longer efficient.

People don't care about what the brand says about itself. They care about what other people say about it (SPOQ – Social Proof Of Quality) and they do care about the value that they get from brands (valued content) . that's it. We are stepping into the age of Adless – Marketing Without Advertising.

Why? How? How will the market and the relevant players look like ? What should be the right Marketing plan in the new age ? This report provides you with a collection of Insights with all answers.



ADLESS

Marketing without Advertising

1. Behavioral -psychological trends are changing the marketing and media industry

The most important agents of change in the marketing industry are, as always, human behavioral and psychological triggers. The marketing industry aligns with the things that are truly important to us. Personal things we faithfully keep.

Three things are important in this context and eliminate some of the marketing channels that were effective in the past: our time, our personal sense of control and our privacy. That is what we are guarding. These dry the sources of activity and impact of traditional marketing.

Here are few examples :

We do not read non-personal emails:

We do not even waste time canceling a previously issued authorization or subscription. It means that email-based marketing should be very personal and smart and work only under certain environmental conditions.

We do not answer an unrecognized phone number.

This means that the telemarketing and research are a thing of the past.

We do not pick up our landline telephone

We do not pay attention to commercial mobile text messages

ADLESS

Marketing without Advertising

We ignore TV commercials

The native digital generation no longer watches linear television and is almost never exposed to linear campaigns. The marketing channels, which a brand chooses, determine its perceived positioning. Imagine what your response would be when a brand tries to sell you a product by calling you on your landline. Brands should choose their marketing channels according to these channels' innovation perception.

We are willing to pay for a subscription to streaming content services

To avoid wasting time on linear advertising, more and more consumers are willing to pay for good content with flexibility regarding the "cost of freedom — COF"

We like Amazon because it is a fast brand

Amazon allows us one click order (or even Zero Clicks Purchasing) with a one-day delivery to our doorstep.

We will skip pre-roll ads on YouTube

That is why you have to specialize and create only five-second video ads.

We ignore media that do not bring us value and stick to micro-influencers that speak to and about us directly. Because in the digital age, the key word in marketing is listening. A low level of attention media is ineffective and will become obsolete. We do not accept any branded marketing messages, unless we allow it. This is the meaning of Permission-based marketing. Without it, no relationship between brand and consumers can happen. And without a relationship — there is no effective marketing.

ADLESS

Marketing without Advertising

Our level of attention to commercial messages is very low.

Some people in the Industry argue that most businesses based on advertising will have to change their business model — companies whose entire business is based on traditional and or digital advertising will be changed or disappear .

In my opinion, the more logical direction for those involved in advertising is to invest in a content-based marketing and a community-based marketing. There are some good examples for such change . Take, for example, a company called Adless (Marketing Without Advertising) www.adlessmarketing.com

It is new type of technology marketing agency specializes in developing tools and platforms for entities that do not have significant advertising budgets — small businesses and freelancers. All existing agencies should include this approach in their strategic plans.

One way or another, you have to take into consideration that paid advertising will be more expensive and less efficient :

- 1. More competition for campaigns.** Facebook has had more than 10 million active advertisers in the past year — compared to 7 million the previous year. a nice growth that points to strong demand and, of course, rising prices alongside a decline in consumer attention.
- 2. Changes in social media targeting efficiency and rules** put the field of personalized advertising at risk, which means reduced efficiency for each campaign, which will require advertisers to invest much more to get less.

ADLESS

Marketing without Advertising

What needs to be done?

1. Investing in existing customers and those of whom you have data.

In other words — expanding the shelf — investing in more products will allow you to improve activity with more personal products per customer.(Improving AOV — Average Order Value)

2. Omnichannel

The pursuit of new customers will be more difficult, so it's worth preparing with maximum presence on as many platforms and channels as possible.

3. Community-based marketing

You have to get into the realm of community-based technology market, as mentioned <http://www.adlessmarketing.com> Is a good example of how Community Marketing can work for small businesses and freelancers.

ADLESS

Marketing without Advertising

3. Focus on the Passionate segment. This is the only segment that matters.

This is a new segment underlining a new work concept that will change the marketing world in the coming years. It is a new approach which attempts to address the issue by concentrating all activities on one segment. The Passionate are people who are especially keen about a certain category (not about any specific brand but for the entire category). For example, people who are passionate about cosmetics, fashion, health, soccer, cars, natural products, electronics and gadgets, etc.

This focused methodology dedicates every cent of the brand's marketing budget solely to this one segment. They will spread the word. Why? Because that is what passionate people do.

What are the reasons for directing all of our marketing resources to this segment?

1. This target audience will try your products
2. They also have the best chances to become returning customers
3. The Passionate will read your content
4. They will follow your social network activities and pages
5. They will distribute your content (this is a field they are passionate about)
6. Your category Passionate will always be open to purchase new products - with reduced price sensitivity
7. It will be much easier to make them your brand and product promoters. Provided that you recognize their value and create a good relationship with them

ADLESS

How do you locate this audience?

It's easy - through Social groups and targeted activity on social (Facebook and Google have all the required intelligence on the passionate people), and of course by simple technological means that we can implement in our sites and through them learn about the interests of the users.

So it is time to Implement a Passionate Segment First strategy.

Dedicate your efforts to building your "Passionates' cluster" which is attracted to your category, and set up a series of product offers with added value. It'll pay off.



ADLESS

Marketing without Advertising

4. Traditional Advertising should play a minor role in the Marketing mix.

People don't care about what the brand says about itself. They care about what other people say about it.

A cross category research, measured the impact of several marketing vehicles on people's consumption decisions in main categories / industries.

The research was focused on four main vehicles:

SPOQ – Social Proof Of Quality.

This vehicle is based on users' reviews, and combines sentiment and volume of user recommendations. Ranking products and services by user's recommendation will be a leading factor in the next phase of Digital Marketing.

Content Marketing.

Brands and Services provide consumers with relevant high value content and consequently develop ongoing relations with the audience .

UIA – User's Initiated Advertisements.

The commercial information is initiated by users search for a specific product or service.

ATL / One To Many Advertisements.

This is a traditional mass media, commercial interaction, in which one source (brand, company, service provider) tries to convince its audience to choose its product or service. This vehicle refers to offline or digital ads such as TV, magazines, radio, websites and social ads, etc.

The research focused on 12 main categories:

Grocery, Pharma, Health care, Beauty, Convenience stores, Personal services (lawyers, accountants, etc.) , Travel, Leisure , Education, Finance , Media & Content, CPG, Retail , On Line Retail , Automotive, Real estate, Home Products, Personal products .

The research's main conclusions

In many categories, traditional advertising was found to have no impact.

SPOQ – Social Proof Of Quality

Social Proof Of Quality vehicle, has major Impact on people when they have to take decisions in the fields of leisure, travel, consumer services (such as lawyers, coaches, psychologists, dieticians and accountants), education, healthcare, online retail, pharma and finance. It seems that in these categories, one should invest his entire marketing budget in the evolving discipline of SPOQ and Content and avoid any One To Many / ATL activity.

According to this research, traditional advertising makes an impact and should be the leading marketing vehicle in the Consumers Package goods.

UIA / Search engine marketing

Search engine marketing should be included in your activity if you are active in the categories of online stores, grocery, personal products, CPG, real estate and automotive finance, software and electronics.

This research may help marketers choose what vehicles will lead their marketing plan according to their main category. Traditional advertising should only play a minor role in some of the high involvement category (products and services) activities.

ADLESS

5.

Forget about Reach. focus on relations and engagement. You don't need advertising for that.

Reach & Frequency.

These two terms have been leading the industry for many years. Its main goal was clear and decisive – to spread our message to a maximum number of people and preferably expose each of them as many times as possible to what the brand has to say about itself. These terms are no longer relevant. Today, the only way to initiate successful marketing moves is to adopt different words.

Interaction & Engagement.

A targeted approach should be embraced for micro-segments, ask their permission to market, create a relationship with them and provide them with value. That's how correct marketing should be done. Size does not matter, digital knowhow is the way to go, especially for smaller brands that try to bridge gaps with the big ones.

One of the main vehicles that may help organizations to achieve their Customers Engagement goals in the digital age refers to the term UI – Users Interface – which is the space where interactions between humans and machines occur. Such Interaction allows effective operation and enables users to fulfill their needs .

We are stepping into the age of voice. Voice search, voice-based interaction between consumer and brand and other voice-based services are now becoming the industry's leading user interface format. Here, too, brands need to be ready and targeted on upgrading their relationship with customers and consumers. Voice is going to be the main UI format for having on going relations between brands and users/ consumers. So you should implement a VUI (Voice User Interface) plan in all your digital assets.

6. User Acquisition ? Invest in targeting and personalization. Less in creative.

With the development of smart targeting technologies, the table returns to a discussion that has kept quite a few people in the advertising industry on their toes: what is the specific role of creativity in marketing processes? How much should brands allocate to it, as opposed to targeting and moving consumers to venues, which could most likely generate successful business.

Imagine the following scenario:

A brand - a retail chain for example - defines its relevant audience as a 40-year-old male who lives in the north part of the city and experiences hair loss. He is extremely interested in natural beauty products, and has purchased hair products last year for a total of \$1,000. It is also evident that this man downloaded that retail chain's app and pops into digital natural products stores once a week.

The retail chain holds this person's social profile and knows his needs and purchasing habits. So, all this retailer needs to do is send him an offer to buy a relevant product - now. Perhaps coupled with an attractive incentive. What's going on here?

Relevance - check

Intention to Buy - check

Purchasing Power - check

Category Passion - check

A perceived need - check

There is no need for creativity and fireworks. Just reach the right person, at the right time, with the right information and product. Some would say this is an extreme segmentation / information / reaching scenario. Maybe, but we are not far away from this stage, platforms such as Facebook and Google are already monitoring us to the very end.

ADLESS

Facebook is, in my opinion, the most significant standard-bearer of the approach that minimizes the weight of traditional creative in the marketing process.

Social networks rely on small-medium businesses as its growth engine. It invites them to create a streamlined, efficient and simple advertising activity without the need to hire creative people or an advertising agency. In the not too distant future, targeting and reaching the individual customer level will be the norm. That is when the discussion on the value of creativity compared to reaching and targeting will be resolved.



ADLESS

Marketing without Advertising

7.

Create a large Testimonials section in your website or store – It is a great format for Customers Acquisition

Testimonials – the personal testimony of users and customers - is a creative format that has seen good days in the history of advertising. People who have experienced a particular product or service, talking to people who have not yet tried it, is considered an advertising format that has worked well for a very long time in certain categories. Over time, questions were raised about the effectiveness of this advertising tool especially regarding its reliability. The big question is whether customers tend to believe that the person issuing all these recommendations actually exists. And if so, will their attachment increase? What makes the message more or less reliable? Is there a need for high production quality or perhaps an authentic production will have a better impact?

After years during which this format enjoyed massive popularity, its efficiency began to drop as consumers started to question its reliability. Consequently, the term testimonials underwent re-visualization in the digital-social era and took on a new natural and organic configuration almost free of the involvement of advertisers and creative people. It is called: PURE - Post Usage Reviews.

Is the term that drives the ever-increasing category of the marketing industry. It is part of the rising category of SPOQ - Social Proof Of Quality

A super-term that describes all the channels through which people influence others in their purchasing decisions and preference of a product or service. People tell their online neighbors about products they have bought or services they have used and thus influence their buying decisions, more than any other planned marketing move. The following are a few configurations of this organic-marketing-organic format, in which brands can integrate and influence:

ADLESS

1.PURE - Post Usage Reviews - quotes from real customers. We all tend to share so a brand can use this tendency by opening sharing areas that look authentic and reliable.

2.Social Posts - social networks are the most natural place for customers to share their experiences, so brands can "recruit" real posts as brand promoters. Brand measurement engines enable you to identify how customers relate to your brand and then you can use some of them as a reliable and effective marketing vehicles.

3.Video Testimonials - production quality is not considered an important factor when it comes to authentic and real testimonials. This fact, combined with the fact that YouTube video distribution channels are open and user friendly, makes it an easy-to-use, organic video-based impact channel for any brand or business. In addition, it is important to remember that video is the most widely shared format – more than text or image. That is why testimonial videos are perhaps the best marketing product to influence the buying habits of potential customers.

4.Interviews - well-organized interviews with clients and / or experts and / or opinion leaders is the more structured and perhaps less authentic form of testimonials. Yet, in the right quantity, it has merit and should be included in your platform.

8. **If you want to be heard - stop shouting. Invest in Content**

Being aware that the power has shifted to the consumer and that brands need to create value for him in order to build a relationship that will lead to a business-marketing dialog, brands are quickly moving (not necessarily professionally) to Content Marketing activity, which is called: Inbound Marketing.

What is content marketing?

Content Marketing addresses the creation and distribution of relevant and valuable content for a defined target audience with the clear goal of attracting and gaining its attention and building a long-term relationship that can eventually turn into a business one.

What are the business goals?

1. Awareness of the company brands
2. A relationship that supports consumer loyalty
3. Differentiation of the brand's products / brands
4. Customer retention
5. Sell & Upsell

There are three steps in Content Conversion

The Introduction stage

At this stage, the brand offers its potential customers content and information based on its initial acquaintance with them. This stage is characterized by a negligible commitment on the part of the consumer and low involvement. This stage includes in many cases YouTube's brand channel, blog, podcast, interviews and tutorials.

75% of interactions related to content marketing end here, in the introductory stage.

The basic bonding stage

This stage is a deeper one in terms of the dialog with potential customers and includes activities such as social friendship and followers, invitation to demo or webinar, as well as subscription to content products such as newsletters. 22% go through this stage of a slightly more in-depth familiarity with the brand's content.

The opportunity stage

Only 3% of those who initiated the content process reach a trusting relationship that enables a market-business dialog. This stage includes steps such as "contact" and actual purchase.

Target Audience:

When planning a marketing move based on strategic entry into the content field, it is necessary to define the target audience in such a way that will improve the chances of success. The combination of proper social networking activity and familiarity with the brand's digital asset, users will enable the brand to find the right audience for this content activity.

The right audience should at least be a "listening audience" who is willing to watch or read the brand's content. If we can find and create a dialog with an active audience and / or those who are early adopters of ideas and products similar to the brand, they are also likely to be active in creating the content and conveying it throughout their social environment.

The optimal target audience is the Passionates who have a passion for the category. Those who are aware of any new relevant content which is uploaded to the network, add it, distribute it and talk about it on and off social. This is the desired goal of any brand starting a real content marketing strategic activity.

Content mix:

A brand that strategically addresses the content area is required to have a true mix of content which consists of five main content types.

Evergreen Content

Relevant content that can be used by the brand every few weeks or months.

Snackable Content

If you create written content – make it short. This type of content can be easily produced by the brand's content personnel keeping it original and relevant.

Video/ Visual

Video/ Visual content is also important for a dialog with the younger generation to ensure sufficient user collaboration.

UGC

Content produced by users is necessary for any content or community platform. It is attractive, wins a higher reliability score than some traditional content, and gains a high level of collaboration.

Content curation

Using third party content which is relevant and valuable.

Content distribution mix

Social networks of any kind (Facebook, LinkedIn, YouTube, Twitter, etc.) are the most important tool for distributing branded content. These platforms enable the brand to locate its right audience, broadcast its content, and track its performance in the interaction with its target audience. In addition, the brand has a variety of options for distributing content - email marketing, working with Influencers and micro-Influencers,, dedicated content platforms such as Outbrain and, programmatic campaigns to promote content and, of course, smart organic search engine optimization.

ADLESS

Marketing without Advertising

Every content activity needs to be measured – same as how the market measures the performance of advertising campaigns. What do you measure?

- Brand exposure
- Interaction with brand content
- Conversions A (from People To Visitors) / B (conversion from Visitors to friends or followers) / C (conversions from friends to active customers) / D (converting people to being your brand's promoters).

Quality and relevant content can help the brand move the potential customer through all the required steps - from his first entry and exploration stage through the friendship stage up to the marketing-business dialog one. The new marketers are increasingly adopting new market thinking based on insight:

- Think like a publisher
- Some brands create only product-centered content, with its advantages and benefit. Some brands have risen to the level of added value content – namely, information about how the product and its environment can improve, add to or change the life of the customer, including additional features (e.g., a food company offering a recipe application and advice).
- Brands that have made the content area their strategic anchor have implemented a peripheral content approach - content that is not directly or indirectly related to the product, but rather a new content field that may be of interest to the brand's target audience. For example: Redbull took ownership of Extreme Sports. It has nothing to do with the company's original product, instead they sought to connect to a desired target audience through continuous, professional and differentiated content activity.
- One way or another - there is no brand, small or big, that can afford to avoid the strategic area of Content Marketing.

9. Micro & Nano Influencers are your best Marketing channels

The Internet is not highly democratic, there are those who are worthy and those who are worthier - mainly those who have more readers, more followers, more influence and higher access to significant audiences.

Those who are in continuous and substantial contact with a relatively large number of users are sometimes called **Gate Keepers or Influencers**. What characterizes the relationship between the Influencers and their audience?

Mostly listening. In the digital world, in order to tell a story, convey a message or sell a product and idea, the first step is to fight for the attention level of your target audience. This is no easy feat: evidently, TV advertising does not gain a significant level of attention. Certainly not when it comes to the most important audience today - the Y-Z generations – the digital natives. Banners also do not enjoy significant attention (remember, 26% of users have already installed ad blockers).

Emotional Engagement - is the second characteristic of the relationship between Influencers and their audience. Many brands have removed any elements associated with traditional advertising from their marketing plans, leaving only social marketing, Influencer marketing, and in field promotion activities.

This mix does not fit all brands of all categories but it's definitely a formula that works great for brands that do it right. Influencers who are associated with the brand, or at least behave as such, connect their readers to the brand, to the content and value it generates.

Which Influencers do you wish to connect to?

Surprisingly, or not, the more targeted and smaller the audience, the better the engagement performance it brings to the brand marketing activity.

ADLESS

Instagram is a very popular platform among Influencers, it is a vibrant platform and highly suitable for recruiting a new audience, as well as being friendly in terms of exposure of elements related to the Influencer himself and the brands with which he works. However, this is not the only effective platform: People with a significant number of Facebook friends can be an excellent solution, as well as YouTubers with popular channels. Young content creators, who are passionate for a certain category, create videos for consumers who are likewise passionate about the same category.

It is not clear how long these young media brands will last but it is an amazing phenomenon brought on by digital platforms such as YouTube and other networks. These are the young members of the Z generation who enabled independent media empires to generate quite a bit of revenue and at the same time become an excellent alternative for brands that are looking for real presence on the network.

How do you get to the right Influencers?

Influencers' search engines have turned into a marketing and research tool with which you can reach the right Influencers for you on any platform.

What makes Influencers such an attractive marketing tool in the digital age?

Influencers are first of all people who are passionate about the brand, the product and the category. Based on their genuine passion they could promote brands and amplify its message. Their other advantage is attracting audience attention, that same audience which is itself passionate about the category. These are attentive circles of audiences who will try your product, talk about it, read your content and distribute it.

Why is that good?

A certified – high valued source affects an audience more than a message from a brand or company and affects the readiness to try a new product, listen to the brand and even support or reinforce a buying decision.

ADLESS

Marketing without Advertising

Influencer marketing - key benefits:

Relevance

The Influencer positions your brand to your audience in a more relevant context.

Authenticity

The Influencer works in a two-way message system and generates trust and attention.

Effective Reach

The digital age is typified by the need to achieve effective reach (as opposed to basic reach in the offline era). Influencers are the most efficient source of effective reach. They do not talk at people. They talk to people they know and their real acquaintance with the audience is a necessary condition for listening.

Micro Budget

Influencers could be used on long, focused tail activity. Business and payment model can be based on per exposure payment or per measured post payment Long tail sharing Research shows that Influencers' audience is more inclined to distribute and share content they get from the Influencer (even if it is a branded content – as long as it brings them value). Selecting the right Influencers for your brand:

1. Basic adjustment

The basic factors to consider are the match between the identity of the brand, its characteristics, the story it tells, its audience and the consumer's / readers profile.

2. Interaction based adjustment

One must take into account the nature of the relationship between the Influencer and his target audience, how involved they are and how tight and frequent their interaction is.

3. Style fit

Media data should also be taken into account, formatting and design, whether it's a YouTuber, Vlogger (a person who regularly posts short videos to a vlog.), textual blog, and so on.

4. Selection based on a business model

Selection based on a business model and measurement capability.

One of the advantages of digital marketing is that measurement is done on the fly. This capability should also be maintained when working with Influencers.

Brands and businesses are starting to move from Influencers to micro-Influencers and Nano – Influencers . It makes sense. How to work with Nano/ Micro-Influencers?

1. Tell a story

Tell a story based on the value you bring to the target audience. Your best Influencers are those who are already using your product and preferably those who are Passionate for the category. You should provide your relevant Influencers with an interesting brand story and visual materials that tell your story. This is the right way to turn the Influencer into a brand promoter.

2. Try to achieve continuous presence

A one-time presence is perceived as campaign. Continuous presence could initiate a relationship with the Influencer's target audience. (Second tier relations).

Define your micro segment, approach it by using micro publishers (Influencers and Gatekeepers) and base your marketing on micro, measurable budgets.

The end of mass marketing is here.

ADLESS

Marketing without Advertising

As mentioned above, Influencer marketing is a logical, economic and fundamental trend which has proved effective.

Born a few years ago and much like any other media and marketing area, it has risen up from the bottom - individuals who created content attracted the attention of more and more readers and viewers later gaining the attention of brands and businesses who have identified among these small media the possibility to gain effective reach at reasonable costs. During its initial years, campaigns and marketing moves were conducted sporadically, almost unobserved by the super brands and the major media players.

The past year has witnessed increasing signs of the maturation of the field. The key indicator of the relatively rapid institutionalization of the Influencer marketing sector is the launch of tracking, detection and management platforms, which are turning this industry more professional and orderly. All this is mainly true of marketing activity of Influencers on Instagram, the fastest growing network nowadays - both in terms of users and the number and professionalism of the Influencers.



ADLESS

Marketing without Advertising

10. Customer's value is more Important than "brand story"

For many years, advertising agencies have claimed that a brand should "tell a story." In other words, bring us a fat production and advertising budget so we can invest it in a movie full of dancers that will help us tell the story of the brand.

Once a brand learned my needs; they listened to me and delivered a personal value at the right time, with a unique and tempting sales offer – mission completed . I ended up feeling very pleased and really did not miss the graceful dancers from the video ad who were supposed to tell the "brand's story". In terms of targeting - listening - relationship - value, there is no need for all those whistles and bells.

I assume that my creative friends will say that the megalomaniac ad is important in terms of brand support. Well, probably not anymore. The branding process, in most categories, is done more correctly and in a measurable manner by providing a constant value for the consumer.

A value based brand building is not new and certainly not farfetched: Notice how Google built their brand, and how Facebook did it. All the smarter digital players built their brands by providing clear and continuous value without investing in grandiose marketing campaigns.

This is the main feature of the new branding world - a world in which brands need to characterize, define and locate an accurate target audience, one that is willing to listen to what the brand has to say and mainly what it has to give.

When it comes to the young digital generation - not only do they not consume linear television, they also do not want to listen to "brand stories".

11. What will Ad agencies look like in the near future?

The advertising market must change fundamentally and this will happen in the coming years. Advertising agencies that adhere to their traditional character and structure lose relevance and do not create value for customers. The digital age changes the relationship between clients and advertising agencies and change the foundations of the profession:

- Non-measurable marketing activities — will disappear.
- Brands that will not bring value (content) to the consumer will weaken.
- The main focus moves to the resonance box — Social presence and a community-based marketing.
- It is no longer relevant to talk about segments but about Micro / Nano segments or clusters.
- Effective marketing activity must be automated/programmatic to produce scalability and measurable capability.
- Advertising agencies will need to have skills in the field of developing and managing digital assets for their clients mainly Marketplaces and Communities(adlessmarketing.com - Is a good experience of Community Marketing)
- A transition from Marketing to the concept of IDM's — Integrated Digital Marketing — a multi-layered holistic conception of marketing.
- Data departments will be more important than creative departments

Changing the foundations of the industry eliminates the need for what we have known as advertising agencies and requires them to act and position themselves as Marketing agencies— which are based mainly on elements related to a holistic digital market (content, technology, digital asset management ,deep data capabilities etc.)

On this basis, there will be two types of agencies in the market:

1. Large groups with specialized divisions

(Performance, Social , Content-based marketing, Community-based marketing, Small business marketing, etc.) A good example can be found in the organization of the Publicis group (<https://www.publicis.com/capabilities>)

2. Specialized Marketing agencies

- Influencers agencies. for example : <https://theinfluencermarketingfactory.com>
- Agencies specialize in creating cross-platform content. For example : www.brafton.com
- Technology agencies in the field of Community based Marketing . for example: www.adlessmarketing.com
- Agencies specialize in e-commerce. For example: <https://www.goinflow.com/>



ADLESS

Marketing without Advertising

12. You should Invest in Co-Marketing

The traditional one-to-many advertising is not as efficient as we would like it to be. More and more companies and people determine that their advertising is ineffective and they are looking for different methodologies to be included in their plans for the coming year. One of these methodologies should be — Co-marketing that may upgrade your ROMI (Return Of Marketing Investment) .

Co-Marketing Is a marketing strategy where brands or organizations partner together to expand their reach. Typically, the companies working with each other have some similarities, such as having similar audiences.

The new approach in this area is Co Creation (co ownership) of segmented communities incorporated with companies that target the same segment and can bring real value to such segments.

For example : if you are In the retail business and you would like to target young people — you can co create a lifestyle Community for young people incorporate with companies in other fields that would like to generate relations with the same target audience — players in the fields of Fashion, Domestic Tourism, Health, Cosmetics, Sport , Entertainment and Banking. Such co-creation partnership allows each partner to share content and benefits with the community members and to implement real community marketing methods with the support of other partners.

Such initiative can partner with companies that are specialized in Community Based Marketing.

For example Adless - Marketing Without Advertising
www.adlessmarketing.com

ADLESS

13. The end of advertising as main business model for Digital Publishers

The days of Ad supported digital media companies are over (excluding Google and Facebook). The rule is clear — if you cannot provide advertisers with precise targeting they will not use your media (or they will demand a very low price list) The Industry moves toward a strict user's privacy orientation.

“Allow Tracking” or “Ask publisher Not To Track” — can be a killing trend for traditional digital Publishers . Without targeting — their media is not attractive and will lower the ad pricing list.



ADLESS

Marketing without Advertising

The pro- users approach of Apple and Google puts Publishers in a weak position — they can't provide agencies and brands with the ability to precisely retarget a specific user.

IOS developers and Publishers are not allowed to, automatically, use an Advertising identifier (IDFA) that enables publishers and marketers to track activity for advertising purposes.

The opt-in dialog for the ad-tracking trend is here to stay. Now Apple joins and strength the trend that is going to cripple traditional publishers and agencies. Google (Search engine and other assets) and Facebook (multi assets that collect users information) will survive but traditional digital media companies should think out of the box.

This evolution leaves traditional digital media with three options:

1. Reducing expenses and becoming smaller companies
2. Gradually sell or close the business
3. Neglect Advertising as their main revenue source and become something else....

The only way for them to flourish is to implement a User's Payment business approach and to focus on First Party Data .

Here are few options that can work together:

High value services for users that will agree to pay for using them — mainly in the fields of Community and/ or marketplaces in categories such as Employment/ freelancers, Education, Finance and personal services. Publishers don't need to develop everything in house. Partnerships is a great way to provide users with a new, rich offering in a short time.

E commerce can be a real long lasting model for publishers. They have user base and marketing capabilities.

FreeMium or Subscription model. This model was implemented by some of the media companies. In some cases, with a great success.

ADLESS

14.

So – how will the market look like ? The next Tectonic change in the Marketing industry

Many people in the marketing industry talk about the next stage in the development of the Internet – the Metaverse – as the next marketing and consumption revolution. They may be right, but it's going to be a long time before this total virtualization will be part of our life and become public domain.

During the next five years, we will witness and fully participate in a completely different kind of tectonic change – we will call it the “Gatekeeper Revolution. “ This approach is based on the Gatekeeper theory in which the psychologist Kurt Lewin first engaged. The original approach, as well as my use of it, relates to controlling information, data and access, in the sense of deciding whether and how to pass the information (or the advertisement) to the audience.

Gatekeepers are data decision makers who control information flow to an entire social system They control information and the path between the source and the “controlled” people – called: Gated.

In the marketing, content and advertising Industry – the gatekeepers determine what will pass from one side to the other, when, how often and at what cost –this process called: Gatekeeping. Today there are two powerful and total Marketing & Content Gatekeepers –

Facebook Group and the Google Group. (If we look broader at the e-commerce industry as well, we should, of course, add Amazon to the trio of gatekeepers.) Today, it is almost impossible to create an effective campaign that is not through one of these gated guards. It is almost impossible to grow a company or brand without the “approval” of the gatekeepers. It is impossible to establish a successful start-up without the support of the gatekeepers. Digital assets – sites and apps – of a brands or small business will disappear if they are not promoted by the gatekeepers.

ADLESS

The duopoly nature of the gatekeepers who determine in fact everything — chokes the marketing and content industry. And when the industry chokes up — prices go up and the performance is less efficient. Everyone feels it.

The Industry is starting to bubble up.

- Advertisers don't like gatekeepers because they control their campaigns
- Publishers / websites — Cut and Shrunken (in terms of activity and advertising revenue) — because of the gatekeepers
- Tech companies don't like their dependence on these two gatekeepers
- Local Regulators uneasy about the strengthening of the giant gatekeepers

Many countries are uncomfortable with the existence of such powerful elements that do not pay proper tax. And above all — consumers / the Gated — do not like these super creatures that hold so much personal data and clearly do not really protect the privacy of our information. The persistent bubbling will create an explosion that will cause the tectonic change:

Instead of 2–3 gatekeepers will rise up hundreds or thousands of smaller gatekeepers — less powerful.

ADLESS

Marketing without Advertising

There will be three types of digital areas in which the new gatekeepers will rule:

1. Segmental or professional communities

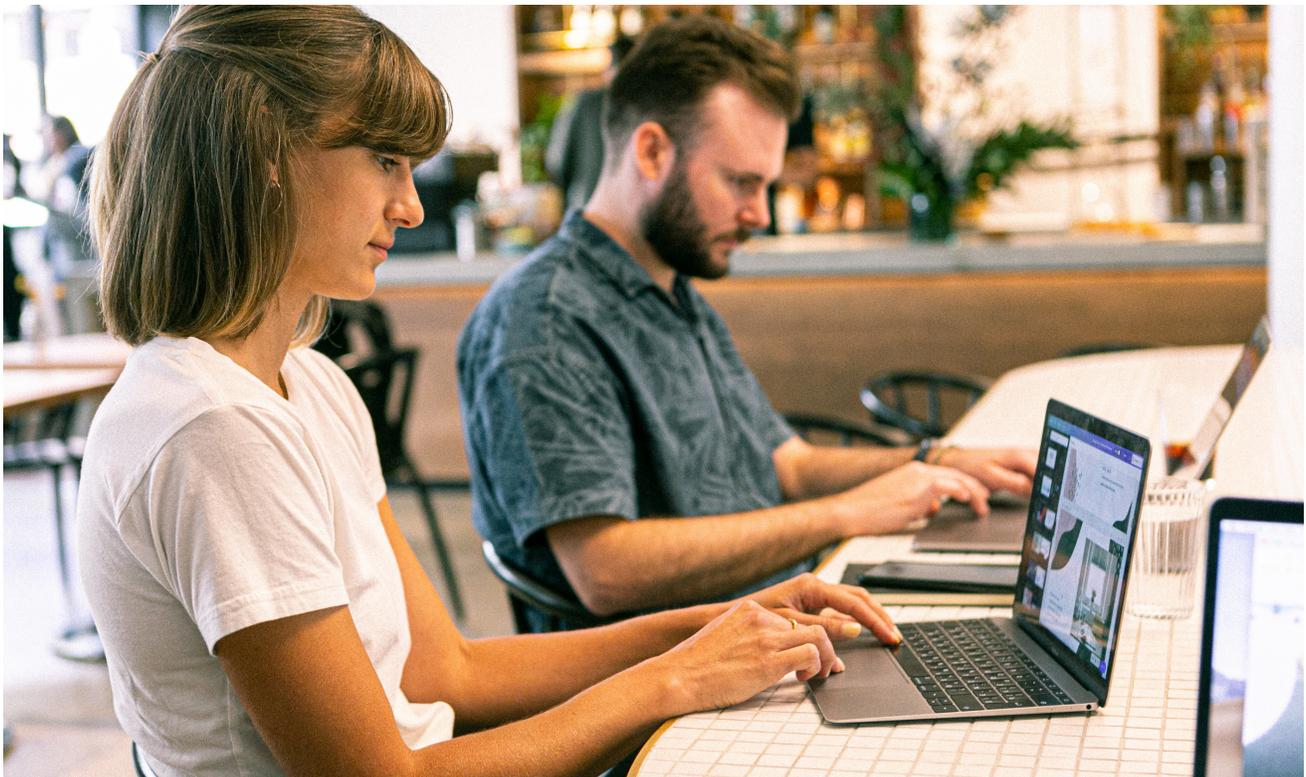
Segmental or professional communities — with clear management and an effective business model for the continued existence of each community.

2. Niche social networks.

More intimate and focus on specific themes or interests.

3. Market Places

In which the strongest companies in each category will dominate. In these areas, there will be commercial activity alongside content and community activity that is open to the public. The new gatekeepers will be the ones who quickly realize that they have the option and need to establish their own media place and areas of activity and not depend on the consent of one gatekeeper or another to establish relations with the Gated.



ADLESS

Marketing without Advertising

There are four types of organizations or companies that need and can lead this revolution :

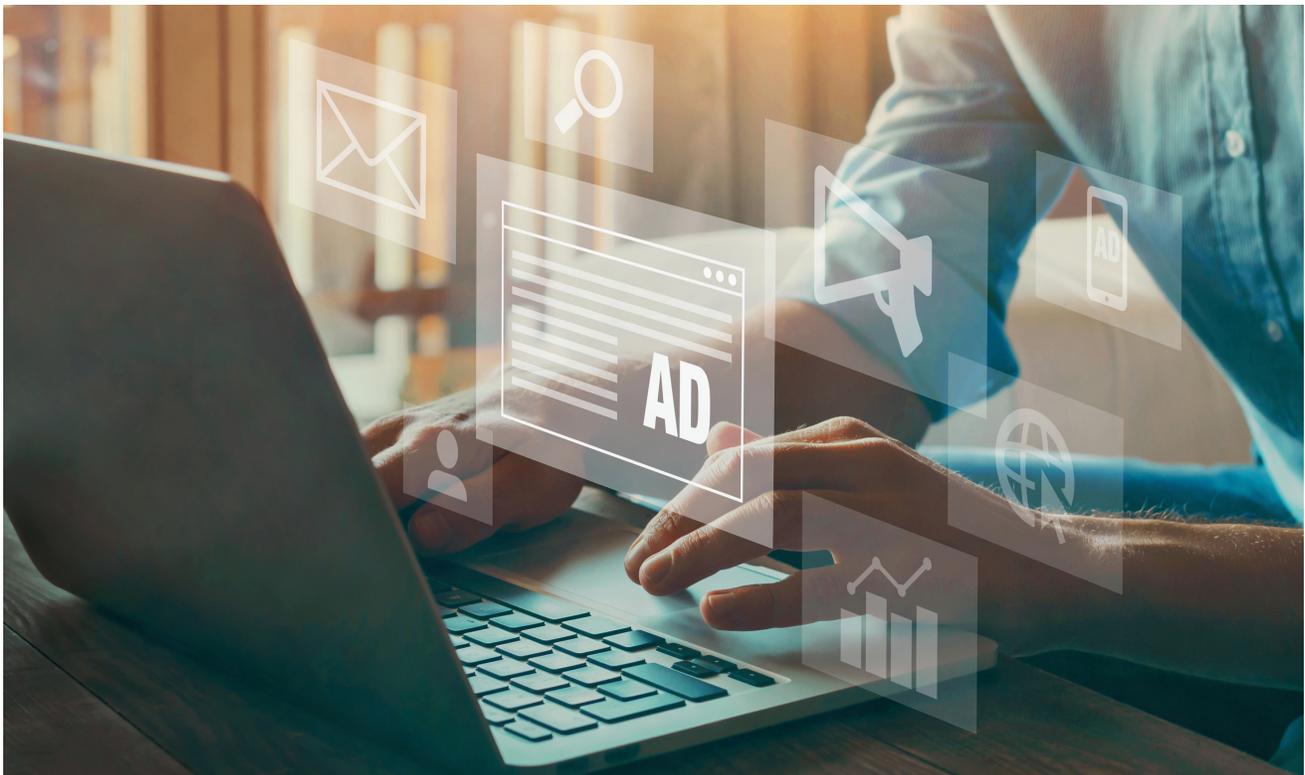
Advertising agencies.

As advertising on Facebook and Google became more dominant, the more traditional agencies lost relevancy. If they will not become gatekeepers – they will be vanished.

Big brands whose businesses are based on relationships with consumers.

For example – credit card companies, telecommunications, companies in the fields of tourism, banking and more.

American Express Invested in this direction when it launched its Open Forum Initiative several years ago. This is a digital arena that supports small businesses through content, information and consultancy and by that created a small business community under the management of the company.



ADLESS

Marketing without Advertising

Publishers/ Content producers

Publishers/ Content producers and websites whose businesses were based on advertising have shrunk and have been financially affected by the strengthening of the gatekeepers. Their only way to survive would be to become gatekeepers by building marketplaces and/or small social networks and/ or managed communities.

New start-ups

New start-ups that identify the beginning of such tectonic change and specialize in development of Marketing platforms for creating and managing segmental communities.

A very good example of this is the company called AdlessMarketing.com — Marketing Without Advertising. The company develops platforms for marketing and promotion for entities that do not have significant advertising budgets — in principle, for small businesses and freelancers.

The company mission is to give small businesses and freelancers equal chance for success. Freelancers & small businesses are the most growing business segments but they act in a very competitive area with a limited budget. They need help in Marketing & Business Development (existing solutions are very crowded and expensive) . Adless realized that the marketing field is changing — It Is going to be based on Community Marketing / unique platforms because the traditional one-to-many advertising is less effective.

Among Adless platforms you can find a zone called TopIpro — that promotes freelancers based on their social presence quality and users' recommendations (SPOQ — Social Proof Of Quality) Another platform, called Mesh is a business connections network — enables small businesses to find new partners and to connect with professional consultants. Another interesting platform from Adless is called Pact — a unique community area that enables small businesses and freelancers to distribute their content. The four types of companies that may become the new gatekeepers can do so more effectively if they will establish strategic partnerships and work together. We will see few interesting joint venture Initiatives and lots of Co-Marketing relations.

ADLESS

15. One last Recommendation:

Forget about Digital Marketing . The Marketing discipline is changing . looking forward to the coming years , managers from all levels have to be experts in the mega field of IDM.

Integrated Digital Marketing (IDM) Is a unique approach to creating a unified and seamless experience for consumers to become a Quartet Audience – One who is a Customer + User + Participant + Brand's Promoter.

- Converting People to Visitor (generating traffic to brand's assets — conversion A)
- Visitor to users/friends (starting relations with visitors — Conversion B).
- Convert friends to customers (convincing users/friends to buy your product Conversion C)
- Converting customers to brand's promoters (Conversion D)

It is a process designed to ensure that the multi-components strategy Is centered on the Customer's Journey.

THIS REPORT IS BROUGHT TO YOU BY:

ADLESS

Marketing without Advertising

www.adlessmarketing.com Is a unique Tech-Marketing company that develops promotion platforms and tools for entities who don't have a significant advertising budget. We are constantly developing new platforms and also intend to partner with third party's tools Our expertise is technologies for Community Marketing

Our Mission

To provide small businesses and freelancers with an equal chance of success

- The place for businesses & freelancers to be heard and seen
- The place for businesses & freelancers to find new partners
- The place for businesses & freelancers promote their content
- The place for businesses & freelancers to improve their business performance.
- The ultimate marketing solution for those who have a limited Marketing budget

Our platforms

TopiPro

Social promotion platform (For Independent Professionals -iPro's). TopiPro highlights and brings to the front, the upper level of iPro's - Independent Professionals based on their SPOQ Index – Social Proof of Quality (Customer's experience and Social presence)
www.topipro.com

ADLESS

Marketing without Advertising

Mesh

Business connections network:

- We know that small businesses need help - mainly in Marketing and Business Development
- Mesh is a supportive community for small businesses and freelancers

Main benefits here:

Finding new business partners

Get advice from relevant or similar businesses

Meet professional consultants

www.meshmembers.com

Pact

Content distribution communities (For freelancers and small businesses)

Pact is the ultimate content distribution platform for entities who don't have advertising budget. It helps you to expose customers content with no media budget. All they have to do is to join the relevant community and let community members promote their content .

Main benefits here:

- Content promotion & distribution
- A chance to expand business network

www.pactmembers.com(coming soon)

Researcher

Personal market researcher

A unique PMR - Personal Market Researcher that enables customers be on top of all trends, news, insights and opportunities that are related to their Industry

Researcher PMR brings it all directly to you on a regular basis. All you have to do is to register to our personal service . We will share with you all relevant trends and news so you will never miss anything . www.the-researcher.com (coming soon)

All rights reserved ©

contact@adlessmarketing.com

ADLESS

Marketing without Advertising