



SOCIAL
WAVE

How to Stand Out Against Your Competitors and Win in a Saturated Environment



With all the options available these days, it's hard for businesses to stand out. But not impossible. Social Wave's Kan Huang shares what he knows.



Kan Huang

James: James Schramko here. Welcome back to SuperFastBusiness.com. This is episode 879. Today, we're going to be talking about the classic old concept of differentiation. You may know it as other terms like USP, Unique Selling Proposition, POD, Point of Difference. Speaking of different, I'd love to welcome my friend, [Kan Huang](#) from [socialwave.com.au](#). Welcome to the call.

Kan: Thanks for having me, James.

James: Now, I probably threw you with the different there, but we're filming this video, and I can see you've put quite a lot of work into your elaborate studio set up there. And I just wanted to commend you on that because, for me, it definitely makes a difference to the visual. And I think that speaks volumes to this topic today. It's something that people would actually notice, and you stand out.

So as we look at our videos side by side, I can see we've got a nice little complement of pinkish purple from you, and I've got a sort of an aqua blue. For me, I think we're the old cyan magenta printing combo. On a serious note, though, we can't blend into the crowd, we can't just be part of the noise anymore.

Keeping up with change

And as more people seem to be discovering this online genre of doing business, it's like more people are coming to the party. I mean, case in point, this podcast, this is episode 879. When I started podcasting a decade ago, there weren't that many podcasts. I was easily able to get into top 10. And it was kind of a new thing. It was a bit difficult to figure out. I had great cut through. I just kept doing it.

A lot of people came and went. There's been so many people trying to do a podcast. I still have to spice it up. I've got to innovate. I've got to get better mic, get better sound, get better studio backdrops, have better guests, ask better questions, navigate my business around the constantly changing landscape of the internet. So it is a familiar topic to me, but also one close to my heart.

And I'll just tell this last story, and then we'll head over to your thoughts on this. When I had a job, and when I was going to come online, and when I got to that day where I went up to my boss's office, the owner of the business, and I said to him, Thank you so much for the opportunity. Working here has been tremendous. I've enjoyed it. We got the results. I appreciate everything. And I'm going to be leaving.

And it was like, it was scary as hell, really scary. But it was also a pivotal moment in my life. Like massive. I dreamt of [quitting my job](#) for years, not so much because I hated my job, but because I realized it was holding me back, holding me back from this, doing what I love. And I made a commitment to myself based on something that I'd learned from Peter Drucker. And that was that, the way that you run your businesses is going to be coming down to two things - marketing and innovation.

We talk a lot about marketing on this episode because of the nature of what we do. You're an advertising agency, so to speak, services agency providing businesses with services. I'm a marketer. But I'm also an innovator. I've been innovating. Even though the podcast has been here, it's changed over time. But there's probably no time like right now, where you need to innovate.

The whole world has been flipped on its head since March 2020. At the time of recording, the way people do business, the way people live has changed. I just got back from the shops where I scanned in, and masked up, and sanitized and stayed away from people. That's the way we do things now.

So what can we do to make sure that we stand out in this constantly-changing environment? That's really what we're going to be talking about today. And I think you've got some great insights for us, Kan. So I'm going to hand over the mic to you just to let us introduce into this.

The features versus benefits/brand argument

Kan: Sure. Thanks, James. And I think the best place I'd like to start with this particular topic is around the features versus benefits argument, which is that a lot of business owners and people doing marketing are primarily focused on marketing their features. When I say features, whether or not you're a service-based business or you're a product-based business, you're talking about the things like, Oh, we've had decades of experience, or we're certified, or we're qualified in this aspect, or we're insured.

The problem with competing on features as opposed to benefits or brand is usually because of the fact that most of the time, most things don't remain static. And what I mean by that is that, whilst you may be in first place, so you may be doing really well right now, but along comes a challenger brand, someone who comes along, someone new, someone innovative, as you mentioned, doing things very differently.



We look at companies like Airbnb, who go out there and have flipped the entire accommodation sector upside down, and hotels are starting to get a little worried with what they're doing. And so if you're trying to compete on features, it's a bit of a losing battle, right?

On the flip side, if you were to focus on things around branding, storytelling, building your reputation, your character and your personality, it's kind of that classic human civilization was built on storytelling. It was, like, around the campfire, you guys would tell stories, and that would allow you to round up people, build communities, build a following. And that hasn't changed. It's just that the platforms that we use to do that is forever changing.

It used to be TV and radio, now it's, obviously, social media, YouTube, then it's probably TikTok and who knows what else there is out there. And so, what I'm trying to get at is that, if you focus in terms of differentiation around a story, about the reason why you do business, and how you came about it, that will fundamentally help shift the results in terms of what you do with marketing to differentiate yourself, and something that people can't necessarily compete with, which is why we call it essentially a moat.

And so it's just steering away from that proverbial sea of sameness, is what I've heard that sort of terminology, which is you all look the same, and most people play in a space where it's a very homogenous industry. They are essentially all cookie cutters, and they look exactly the same. So how do you stick out? And I think where that starts is usually branding and storytelling.

Where story really makes an impact

James: It's sort of interesting when you think of franchises, that's literally the thing that they're not allowed to change. If you buy a franchise into a sandwich store, you have to use their knife, you have to use their supplies, you have to use their logos in a certain way. I came from Mercedes-Benz. They were extremely strict on brand guidelines and design guidelines. And we had to stay in our lane.

So it was actually hard when you were competing with people who are sort of an average 10-minute drive away could sell the exact same product. So we had to develop stories behind each of, you know, the history of how we became a dealer, and what it means to be a client of our business versus the other dealers. So we had to sub-story beyond the brand.

And the brand itself had an amazing story. It was talking about these two dudes who independently were sort of inventing combustion engine vehicles and patented it, and pretty much had the world's first combustion engine vehicle and then rolled out, and then Karl Jellinek decided to import them into America, and his daughter's name was Mercedes. And that's where that sort of came into play. And such an interesting back story. So we had to use stories a lot.

And I think when people go to buy a vehicle, for example, they're telling themselves a little story about where they fit into that big story. If you buy a Mercedes-Benz, there's definitely a narrative going on in your mind about what that means at your juncture in life. And we were super conscious of that when we were selling.

And we had to make sure our story was better than the competitor story, better than the Jaguar story or the BMW story. Or especially my favorite, the Lexus story, and that story is really, I'll summarize it into a bullet point or two. It's Toyota deciding they'll compete in America. So they invent a brand called Luxury Export US. This is on Wikipedia, so you can look it up. That's my source.

And they decided to differentiate from being a plain old Toyota, and they'll stick some similar gear, similar sort of window switches, and some engines are shared with the Toyota range, into a new label or brand. And they'd tell a story, and they'd make it quite different to just a regular Toyota. Well, they certainly tried to. It was easy to sell against that, by the way.

The mistake of feature-dumping

Now, competing on features, that's my classic. I remember listening to an audio cassette, you probably don't remember what those are, Kan, but they were these little things that wound one tape from one reel to the other reel. And it was a sales cassette, and it was talking about not product-dumping.

A lot of people when they sell physical things, they just feature-dump. They just say it does this, it does that, it does this, it does that, but they're missing the point of why someone wants it, and what result they're looking for, and how they integrate that into the discussion.

So let's bring it back to the online world. What's an example of someone who's competing on features in the online space that we might be able to relate to? If you can think of any examples you've seen, obviously you can anonymize it, but help us recognize when we see someone selling on features.

Kan: Well, some examples of features. I mean, I know software companies are very well known for really driving home the features. It's like, seamless API integrations, and whatever SSL certification because we're super secure, just crap that people don't really care about.

James: And hardware companies too. It's got these gigabytes, and that size hertz. And this and that and the other processors.

The guys who win at storytelling

Okay, an example of someone who's using a storytelling approach. I'll answer first, Apple. You go.

Kan: Yup. Apple's a great example. I think a little bit more esoteric is if you just look at, you know, I'm a big fan, like I said, of YouTubers. A YouTuber by the name of Ryan Serhant, if anyone is in the property game or the real estate game, he's probably considered the most well-known real estate agent in the world.

He's based in New York. He follows the playbook of doing a daily or a weekly vlog, and talks about different things. He talks about his philosophy, how he runs businesses. He does walkthroughs of luxurious properties in and around the US. And he basically is a personality, and off the back of that, he's been able to, I suppose, with his personal branding and his storytelling, been able to monetize that in very different ways.

His online training course, it's Sell It Like Serhant. He's obviously got his real estate brokerage, which is where he actually transacts property, but a whole range of other stuff. I'm sure he's monetizing his YouTube channel as a revenue source as well.

James: It sounds a bit like Grant Cardone, as well. He's using stories of his jet and his luxury vehicles. And he uses physical props, like stacks of cash in some of his advertising features. And he's got a very strong tribe, just like you would expect from story. You mentioned storytelling around the campfire, which is interesting, because I was talking to a client of mine who was trying to decide whether they get an intern or a full-timer.

And I said, if you get interns, it's like, every time you come to the camp fire, you've got to hand out the song sheet and teach them how to play the song. Once you've got full-timers in your business, then anyone can rock up and join, and they'll all be singing Kumbaya in no time at all. And if someone goes and someone comes, then they'll all still know the song off by heart. You don't have to hand out the sheet music anymore.

And he dared me to use it in a podcast. So there we go. Ticked that one off. You have full-timers, you'll be able to sing Kumbaya around the campfire.

It's about building affinity

Now, what other things are important in terms of, when we're thinking about this approach of differentiating from our story or branding? What if we don't have an interesting story, or our brand isn't really that special? Do we have to spend \$25,000 on a logo? These are sort of questions that come to my mind.

Kan: Yeah, definitely. I think, coming from a guy who, you know, by trade actually spends a lot of time on brand with people, I actually don't emphasize actually all that much importance on brand or necessarily name. I know it's a bit contrarian, but it's almost as if, I mean, [Social Wave](#), I'll be quite honest, we spent probably, I want to say, 20 minutes deciding on the name, and another 10 minutes designing the logo.



And part of that is because it's more about the affinity with the brand, as opposed to the brand itself. So meaning, if you look at guys like Apple or Google, these names, if they weren't household names, it wouldn't mean anything to anyone. And so, what's really important is actually to actually build that following and to create content and to tell stories, so that people have an affinity with the brand.

I mean, the name is arbitrary, the design is arbitrary, that can evolve. I mean, the number of times you see big businesses actually rebrand themselves, they come up with new logos. I think Coca Cola does it every single year with their bottles, for example.

James: Sometimes, they change flavors, too.

Kan: They do, yeah, a little bit of vanilla and cherry.

James: There's a bit of discussion at time of recording this, I think Facebook's coming out with a new name. But I think that's for the parent company. It is interesting. Like, it's true, what you say, you've got to invest in people knowing the brand. I remember listening to Seth Godin, and he was talking about some of these short brandable names.

They're harder to get off the ground, but once they're going, everyone knows what it is. Examples, these are brand names that mean nothing unless you know the story and have context. Yahoo, Apple, Amazon, Google, the list goes on. These one-word brandable domains are super valuable once people know what they are.

Kan: Big time. I mean, even Uber. And I think at least in Silicon Valley, the big thing is that when your name becomes a verb that's when you know you've made it, you know?

James: Right. That's it. They were trying to convince us, and about 1993, I was working at Vodafone, and they were trying to get us to call a mobile phone a Vodafone. They were trying to make it a verb, but it didn't stick.

Kan: Too many syllables.

James: Yeah, I think they were saying in the UK that digital phones were called Vodafones, but it didn't stick in Australia. And even in the US, they call them cell phones. So it was going to be a hard sell. Nice try, guys, didn't work. But yeah, it comes up so much. I'm even in that phase right now, I've got some arguably reasonable brands to build on now with SuperFastBusiness.

For me, that's actually feeling a bit long and clunky. It was really great when I started it in 2006 or 2007. It seems a bit long, and I feel like I've outgrown it now. I've got other brands like [SilverCircle](#), which is quite a premium brand. It's my sort of version of Mercedes-Benz.

But I also own the name [james.co](#). And I think that could potentially be quite a strong brand, as just a simple brand. Well, I'd have to put the work in putting a story behind people knowing what that actually means. And it's quite ambitious, because it's a pretty popular name.

Kan: Definitely. And I think, even companies, like, for example, more recently, I know of like, like you mentioned, Xero, and it doesn't really mean anything, unless you know what the brand is. Companies like Bench.

James: Nice pun there.

Kan: Yeah, exactly right. But even Bench, which is a well-known bookkeeping brand, they're just a very classic business, but they've just modeled themselves very much in that kind of tech sphere, as well, with textile of branding. Again, just very well-known. Had you not known about it, and they'd not driven a lot of that awareness in that brand, you wouldn't know what it is.

Suppose you're not a huge company?

But I think the other thing that I'm sure the audience probably wants to know is that, I mean, we talk about these brands out there, and they're all big corporate multinationals, and they have deep pockets. And I know with your audience, James, that a lot of that is budget-conscious, you know, like they've got a finite amount of resources and capital and whatever you want to invest in, in building your brand and building your strategy.

And I think, if you're going to actually try and compete against the giants and the incumbents, and you overlap strongly with them on the features, you're going to lose, because they're going to outspend you. Some of them will even buy you out, if you're a real threat, if you're really good at what you do.

James: Well that would be ideal, wouldn't it, just get in there and get it up in their grill? And just get them to buy you to get rid of you.

Kan: That's right.

James: Some of the little guys can do that. Yeah, you're right. Most of the people listening to this that don't have a publicly listed business, that don't have rounds of investment tranches feeding that machine, they're just privately held businesses, for the most part, usually self-funded, or some kind of gearing, but you're right.

And [we've talked about design](#) on this show before, we've talked about branding, [we've talked about storytelling](#) many times, we're getting the hang of it. But hopefully, the message is getting through. So you're saying, like, don't try and get straight onto the freeway and stare down a semi-trailer, because they'll just flatten you. You've got to find your own lane to play in, where you won't get squashed. But you can still travel.

Kan: That's right. It's like, if you can imagine trying to fight a sumo wrestler in a boxing ring, it's not going to work because the guy might be slow, but eventually, he'll get to you. He'll corner you somewhere, and you're going to lose.

And so, you play in that kind of agile space, you take advantage of its speed, and nimbleness, and agility to be able to do that. And that's where smaller operators tend to win. And I always say to my clients is that it's not so much about the tactics, like which platform should I be on? How frequently should I post? What time is the best time to post?

Instead, worry about, I talk about three pillars or themes of content or storytelling you should be talking about, which is your target audience, once you have a clear understanding of how they make decisions buying, what are their pain points, what is it that they need to know, and then what are the frequently-asked questions.

Can you create an epiphany?

I mean, those three things fundamentally, if you can do that with a storytelling manner, can actually help you differentiate big time in your strategy. And I think one of the best guys who does this really, really well is Russell Brunson from ClickFunnels. I mean, he's almost templatized this, and he's actually teaching people how to do it, which is his epiphany bridge.

He says that with every lesson or every value or story that you tell, you've got to have, like, an epiphany, like a moment, like a drop of the hat, you know, something that you realized as context to be able to make that conclusion. And so, if you follow that methodology in the way that you create your content and you do your marketing, you are going to be able to press the right buttons with your audience and eventually do what you want them to do, whether it's to buy your course, sign up for your services, or to buy your product.

James: So who's doing that well? Who do you see as an example we could relate to where they're creating that sort of epiphany?

Kan: Well, like I said, definitely, Russell. Again, just going back to guys like YouTubers like Ryan Serhant. I mean, guys, even like Gary Vee, obviously very well-known, fantastic storyteller, tells about his context.

James: One of his things, he's documenting, he's just documenting the journeys. He's the one saying, Listen, don't worry so much about the place you're at, or the quality of the gear or whatever, just document, share your journey. And you'll have these tribe following you and the supporters who are with you on that journey.

Kan: Yeah, big time. A lot of these influencers, they're accidental businesses, you know, a lot of them have started out just documenting and having fun with the camera.

James: Some of them don't have any business. They've got fame and followers, but they don't have a way to monetize it. It's fascinating to me, when I deal with some people who have millions of downloads or subscribers. Like, pound for pound, they're not really making that much profit, because they've probably leaned too far on their getting famous part and not having traction.

Where it gets really fun is when you have an actual business, and then you add the marketing on top. And I think that describes perfectly what Ezra did. [Ezra Firestone](#) with his BOOM! by Cindy Joseph products. He incorporated storytelling, and content marketing, and emails, and targeted advertising and really created that incredible aha moment, I think.

I'm not super expert on it, but I think that was that, Hey, any sort of maturing lady can feel good, naturally, with their products. And that's a big market. Basically, every female in the western world where they can advertise over a certain age is their market, and they've done particularly well with it.

Kan: Definitely, I mean, with the female influencers, for those who are in Australia, or maybe even overseas, because she's so well-known now, is like Jane Lu from Showpony. I mean, all she does all day, if you go check out her Instagram, is she just documents herself having a blast, whether it's in the office, whether it's at events, studios, what have you, she's just documenting her lifestyle.

So I think the common theme is that, don't worry too much about having this perfect image. It's just, when you have the opportunity, capture what you can, and in turn, turn that into content, because part of that is actually people enjoy the voyeuristic nature of consuming content. And they feel like they get to connect with you, and they know you. So that when people actually switch from non-buying mode to buying mode, for example, you're going to be front of mind if they decide to actually go ahead with your service or your product.

When you don't want to go on camera

James: There'll be plenty of people listening to this saying, Listen, I want to stand out from my competitors. It is saturated. But I don't want to document my program on an iPhone. What options do they have?

Kan: Well, what I would say to that, actually, is that, forget about the quality. Like you know, I think I've mentioned it in the past before, it's like, an iPhone is totally okay, any smartphone right now, a half-beaten smartphone, is totally okay.

James: What if they're shy? They just don't want to publish stuff. They don't want to be on the camera, they want to be in the background operating their business.



Kan: Well, to be completely frank, most businesses these days rely on, firstly, a personal brand first, before the company then. People want to actually connect with people on a personal level. And so for those who say, Look, I'm either shy or I don't want to do it, then you can't expect necessarily that you'll be able to actually do marketing properly.

I think we've gotten to a point now where it's so crucial now to actually have that level of somewhat transparency. I mean, I'm not saying that you need to go out and tell every detail of your life, but there needs to be some snippet or some snack, bite-sized piece of your life that you can share with people or your business life for people to actually connect with you.

And you don't have to be, I guess, vulnerable about that, you don't have to share your deepest, darkest secrets. But it does require you to a certain degree to share, whether it's your expertise, whether it's your opinion about something, something that adds value to your audience as well. And if you're not comfortable with it, perhaps you may have a team member who could potentially do that, who might be more comfortable.

But I suppose the offset of that is that, if that team member doesn't stick around, they move on to somewhere else, they're taking that brand with them. So it's super important to understand where the pros and cons are, because I don't think there's necessarily a perfect solution here. You have to have that self-awareness to understand what's good for you and what you're willing to take on.

James: Yeah, look, I spoke to an influencer this morning. He's noticed that sales have eased a little bit now that he is operating the brand more as a business and having team members do it. Understandably, the sales have fallen a bit. But he's able to get space from the business and focus on other projects where he can make up that money somewhere else.

What if you are the brand?

So how do you approach it? I mean, you and I are in a similar position. You're Kan, I'm James, you've got Social Wave, I've got SuperFastBusiness. How do you dial the mix between the person and the brand, and what accounts do you choose to promote when you're doing your own marketing, if you do it at all?

Kan: Well, I mean, from a front-end marketing perspective, which is that, you know, I'm on your podcast, I have my own podcast

James: You are, definitely, that's verifiable.

Kan: Yes. And, you know, we do our own, kind of, I guess, PR work, right? And it's something Steve Jobs, a lot of ways, is Apple.

James: He was also Pixar.

Kan: He was, yes, he was, when he got kicked out, and then ended up going back to Apple. So I mean, you look at guys, like, for example, even like Elon Musk, and some of these really well-known entrepreneurs, Jeff Bezos from Amazon. And to a certain degree, yes, Jeff is Amazon and Elon is Tesla.

James: Yeah, it's true. And Bill Gates.

Kan: Microsoft, yeah.

James: Richard Branson.

Kan: Absolutely.

James: We know who they belong to. It's a good point. I think I've underplayed my personal brand. I've been in the shadows. One of my clients sent me a video, he said, Listen, you're like the greatest secret ever. You do great stuff, you have amazing results, you're helping people. But you're still very underground.

I'm like, Thanks, probably, probably that's right. So that's maybe one day, should I be building more of the personal brand and not the business brand, and transferring that value of building sellable assets through to my partners, at least, with their brands? That's definitely an option on the table.

And it's important for someone listening to this to say, look, even a business coach like me, so far down the track, is still constantly reviewing and assessing the changing landscape. I have seen quite a few people build personal brands much, much bigger than I have, in much less time than I have been around. And it does make me at least ponder different possibilities.

But on the other side, I have a relatively private life and just do my own thing in the background. So it's really, you get to dial that mix. But it sounds to me like you're saying, if you're up for it, roll up the sleeves a bit and get more personal with your brand, even if it's a business name.

Get clear on what it is you really want

Kan: Yeah. And I think also, it goes back to that self-awareness thing, it's like, you've got to understand what it is that you want. Celebrities are probably the classic example, where a lot of them are famous and broke. And on the flip side, you've got these probably very wealthy people who are very unknown.

And so for the average business owner, or let's say, your audience, I think the important thing is to understand it's like, what's the end in mind? What sort of lifestyle? How many hours do you want to work? Do you want the brand tethered to you? Are you planning on selling the business at a certain stage?

I mean, if we're going to be talking about brand name, it's like, if you called it the James Schramko show, you know, trying to sell that would be a lot tougher versus SuperFastBusiness.

James: It's really hard, because no one can spell my surname, Kan.

Kan: And no one can pronounce my last name, either. So we're in the same boat.

James: Whenever I say it, I just start spelling it automatically. And they're going to say, Oh, thank you. So that's why james.co is much simpler if I wanted to use that brand. It's right there for me, and it's a possible option. It's very, very easy to understand that one.

Why there's nothing better now than video

Kan: Definitely. And look, I think, for the listeners who want to actually have some takeaway with this, I think it's really important to say, look, if you are wanting to focus on how you differentiate yourself and what you should do, I don't think there's still anything better right now than video. I mean, I am biased because I do a video marketing strategy and also a video marketing agency.

But the repurposing potential of videos, which is what I tell my clients, it's that you can start with a video, you can share your experiences once you get your messaging all dialed in. But the ability to turn that into other forms of contact, you could rip out the audio, turn it into a podcast, you could do graphics and quote cards out of that, you could write an article, repurpose that into, you know, you do it for show notes for your podcast as well.

And so the repurposing potential of video to get your message across all the platforms is highly leveraged. It means that for a lot of our clients, they spend, maybe once a quarter, they smash out 12 to 13 pieces of content for once a week. And it allows them to be basically omnipresent across all of the channels and be able to do that.

And then it's just about tweaking and figuring out what works best and which channels tend to work best for them. And I guess ultimately, if your messaging is correct, and you've got the system and the engine built and the backend to produce this content on a regular basis, you will naturally win with marketing.

And so it's more about putting in the reps and actually going ahead and actually giving it a shot and shipping it out even before you think it's perfect, so that you can actually get some data coming back in to figure out what you need to tweak to make it better.

How an agency like Social Wave can help

James: So if you want to stand out against your competitors and win in a saturated environment, you just get Social Wave to do all your video marketing stuff. Is that right?

Kan: Well, you could. I mean that's what we basically do. I mean, a lot of our clients are time-poor. They also strategically need assistance, they need someone to be able to give them guidance and clarity. I think, as business owners, you and I would understand that sometimes it's really difficult to read the label from the inside of the jar. And sometimes it's not so clear.

But when you have someone third party come in, externally, who may be asked some of the more fundamental questions and the first principles, they can actually diagnose and figure out what it is that you need to be doing to differentiate yourself.

Now, we pretty much, once we've established that and we strategically help clients align and figure out what their strategy is, then it's just a matter of, well, do you want us to take care of the deployment, meaning the production of the content? Or a lot of people do have their own internal teams, like yourself, and pretty much have that system, and they do it themselves as well.

James: Right. So you can help them with strategy, or you can help them with strategy and implementation.

Kan: Absolutely, both.

Closing thoughts on standing out

James: Perfect. All right, you got any final thoughts then, on standing out from your competitors? We've really talked about making sure that you find your position in the market that's not sticking you straight in front of a massive competitor, steering away from features and going more for the storyteller with the results and branding aspect.

Putting in that work to stand out, from a personal perspective, is good if you're prepared to do it. And use videos, because videos are the medium of the now and the future, I suspect. Ironically, I've just wall-mounted a television. So I'm going to commit to more videos in my future, that's for sure.

Kan: Yeah, look, definitely, ultimately, I think where things are at now is that it's no longer about creating that Super Bowl commercial, that big, 30-minute TV spot. And it's more about a consistency and a volume game at a decent quality, right? Like, it's not about, you know, I talk about production quality not being as important and more about the messaging.



But just being able to stay front of mind all the time is super important, because we're at a stage now where it's no longer possible to, I guess the biggest variable of success, where I'm seeing now across the data, across 30 or 40 clients we're servicing, is actually the messaging, it's the storytelling. It's not so much about the production quality anymore.

And I think marketing is made out to be a lot more complex, as it should be. I mean, it's actually quite simple. It's an inherent understanding, or having a really deep level of empathy, of understanding how people actually make decisions. And if you're selling something, how they actually buy what you have to sell.

And so if you understand where do they go first, what are the areas that they go to find and research information, what are their pain points, like I said, what are the things that they need to know, and what are the things that they are always asking themselves and people to help them by decisions, and then mapping your content to do that, you will be able to differentiate.

So it's very surprising, you will find that most people, despite most businesses doing a lot of marketing, maybe a lot of video content, most of that content is really crap. There's a lot of crap content floating around. I mean, you only need to look at LinkedIn to see just how much crap is out there. And so super important to actually have a real obsession with your customers. I know that's really fundamental when it comes to marketing.

But I feel like a lot of people don't quite understand their customers. And even when we sit down strategically to ask them these questions, we say, Look, where does your customer live? Where's the attention online? What are they doing? How are they making decisions? You'd be surprised a lot of businesses don't actually know the answer to that question. We have to go through that deep dive process to be able to find that information and to establish the right strategy before we go in and deploy that.

James: Oh yeah, I'm not too surprised by that. But I suspect some of them are probably product-first type businesses who would most definitely be pushing features, like, here's our product, here are all the specs and so forth, and they haven't really focused on the customer. Like, I think a high degree of empathy and being able to place yourself in the customers' shoes is a missing art from a lot of business owners.

I know one McDonald's guy who goes and serves on the front line occasionally just to stay connected. And even in the dealership, I used to walk the floor every day, just immerse myself in the environment. So it is important to just keep your finger on the pulse.

Kan, this is amazing. This is episode 879. You're from socialwave.com.au. You've been helping us get some tips on standing out from our competitors. Obviously, big hints here are video. If you want some help, get in touch with Kan, socialwave.com.au. And we're going to get you back for a future episode. We'll talk more about this stuff.

And if you've got a question for Kan, flick it over to me. Just reply to any email that I send out, with a question for Kan, anything to do with marketing agency stuff, videos stuff, strategy, and we'll address it on one of these podcast episodes. Thank you so much.

Kan: Thank you, James. Thanks for having me.



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