

Chart 2. Inbound marketing vs. outbound marketing

<i>Inbound</i>	<i>Outbound</i>
Contents: blogs, podcasts, e-books, reports, video, quizzes, educational games, edutainment, native advertising	Press, television and radio advertising; banners, pop-ups, recommendation engines, push notifications in mobile apps, telemarketing
Ads are displayed when the user is looking for them (e.g. enters a query in a search engine)	Ads are disturbing; appear not while users are looking for a product, but when they're busy doing other things
The content of the ad is tailored to customer's needs	Ad is considered an intruder. Banner blindness, skipping the contents of ads in press or television
Interactions with the user: social media, building engagement	Unilateral relation: marketer as an addresser
Prosumers: do a reconnaissance, look for information	Lazy customers: expect the work to be done for them; appreciate comfort, optimize
Rational customers: perfectly aware of what they want, and they just need to find it; prepare for purchases, do not trust salespersons	Impulsive customers: vulnerable to suggestions, purchasing on the spur of the moment
Brand follows customer	Brand overtakes customer: ad messages stay ahead of needs; marketer's knowledge of customer's needs exceeds customer's knowledge
The recipient is tempted and attracted by an appealing offer (e.g. a free e-book) → pull methods	The customer is pushed towards the purchase → push methods
Long-term goals, long-lasting relationship with the customer, educating the customer	Short-term goals: sales at a particular moment

Source: own study.

I want to show you in this book that this is not the right way, and that marketers should combine both these strategies and look for the key to success not in isolated techniques, but rather in multidimensional personalization. Banners, pop-ups, push notifications, i.e. techniques of the criticized outbound method, can be adjusted to recipient's needs, useful and friendly – providing that they are based on reliable data. In the next part of the book, I'll describe in details how to do it.

Don't be tricked by thousands of marketing labels, buzzwords, and trends. Use a wide variety of techniques and strategies, with a single objective in mind: to satisfy the needs of your customers.

Romantic and pragmatic

"Satisfying customers' needs" – sounds like a cliché, right? On the one hand, satisfying needs is the foundation of the majority of definitions of marketing, and it can be found in any

handbook. On the other hand, it seems a rather vague term. What exactly does it mean? How to identify and verify these needs? Over the years, marketers have been following their intuition, feeling, and empathy. Today, they don't have to speculate anymore – they can examine and measure the needs using tools that have never been so precise. Rafał K. Ohme⁴⁴ suggests making a distinction between romantic and pragmatic ads to confront the two models:

Chart 3. Romantic and pragmatic advertisement

Dimensions	Romantic ads	Pragmatic ads
Goal	Image	Sales
Hero	Ad	Product and brand
Creators	Artists	Craftsmen

Source: own study.

For years, advertising and marketing have been perceived as romantic, purely creative disciplines. When you're thinking about "advertising", you're probably visualizing Don Draper coming up with yet another brilliant phrase between a drum of whisky and a date, just because he gets creative. Or Leo Burnett and his Marlboro Man, based not on analyzing customer behavior, charts, surveys, and algorithms, but rather being a result of creative intuition. In this model, the marketer like a bard comes up with a campaign, a phrase, or an action, aimed at hard-to-measure goals, such as "building an image" or "increasing brand awareness". Afterwards, they wonder if the activity was successful, and if yes – how to repeat this.

Scientific approach

In the 13th century, a rather eccentric Franciscan opposed speculation as a way of settling philosophical problems, and suggested using experiments and mathematics instead. He also claimed that to be able to conduct research, people need more advanced instruments: he managed to build some of them, while others – like trains or submarines – were to be invented in the future. Roger Bacon, an unruly misanthropist, claimed that effects only come from actions that are based on science – otherwise, positive results of any activity are nothing but accident, and it is impossible to repeat them.

⁴⁴ See: R. Ohme, *Koniec romantycznej reklamy*, [in:] *Neuromarketing. Interdyscyplinarne spojrzenie na klienta*, ed. H. Mruk, M. Sznajder, Poznań 2008, pp. 23–24. Note that the researcher uses this term in a different context. However, I find the distinction itself functional, and I use it for my own purposes.