

Marketers and Creatives Need to Think Like Each Other to Create Better Marketing

Jeffrey L. Cohen | @JeffreyLCohen | #bothsidesmktg

Analytical Brain

Left Side

- Analytical functions
- Controls the right side of the body
- Detail-oriented



Creative Brain

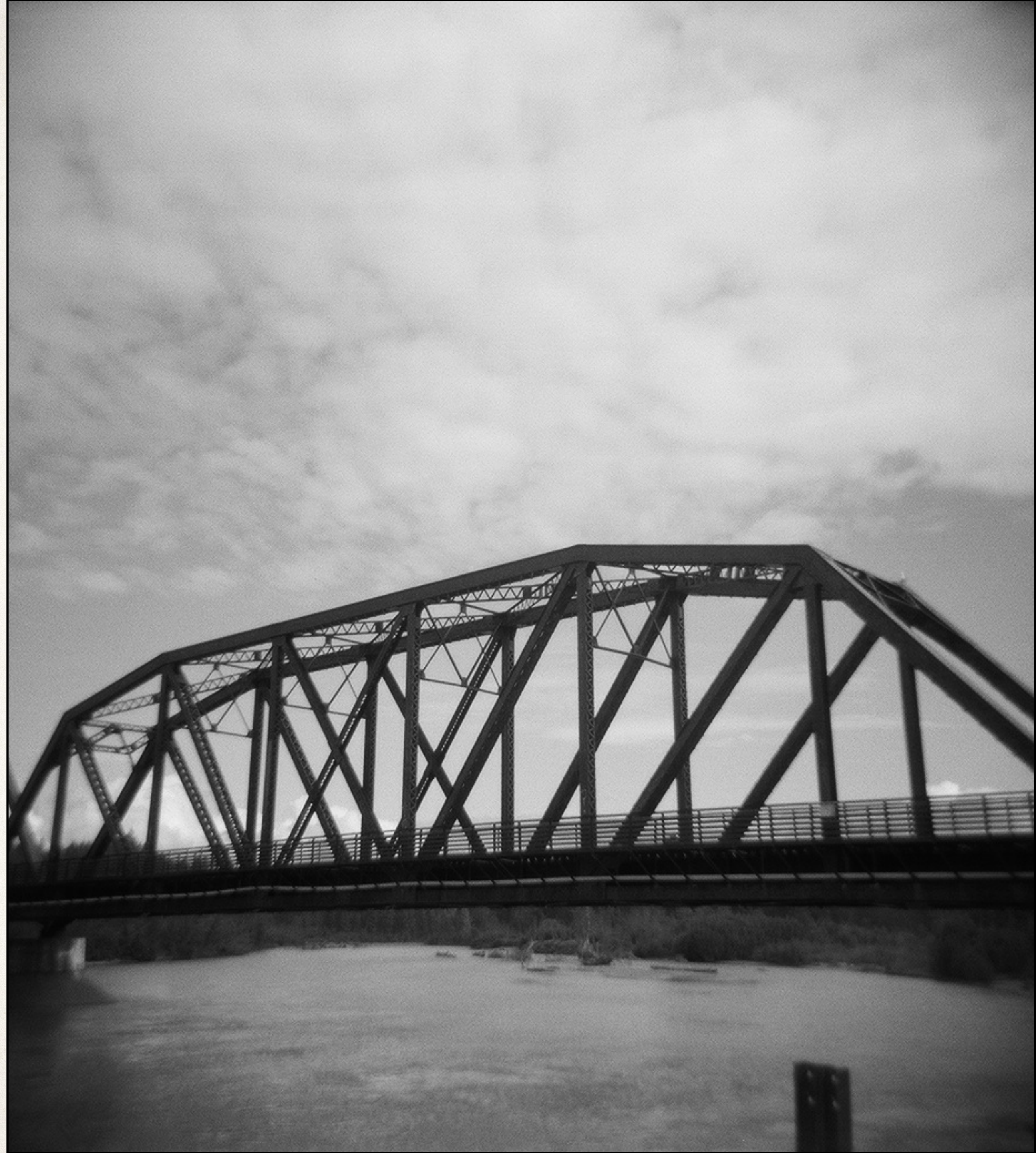
Right Side

- Creative functions
- Controls the left side of the body
- Big picture



Differing Perspectives

- Business vs Personal
- Results vs Experience
- Structured vs Organic
- Standardized vs Stand-out
- What we can't vs What can we?



Changing Landscape

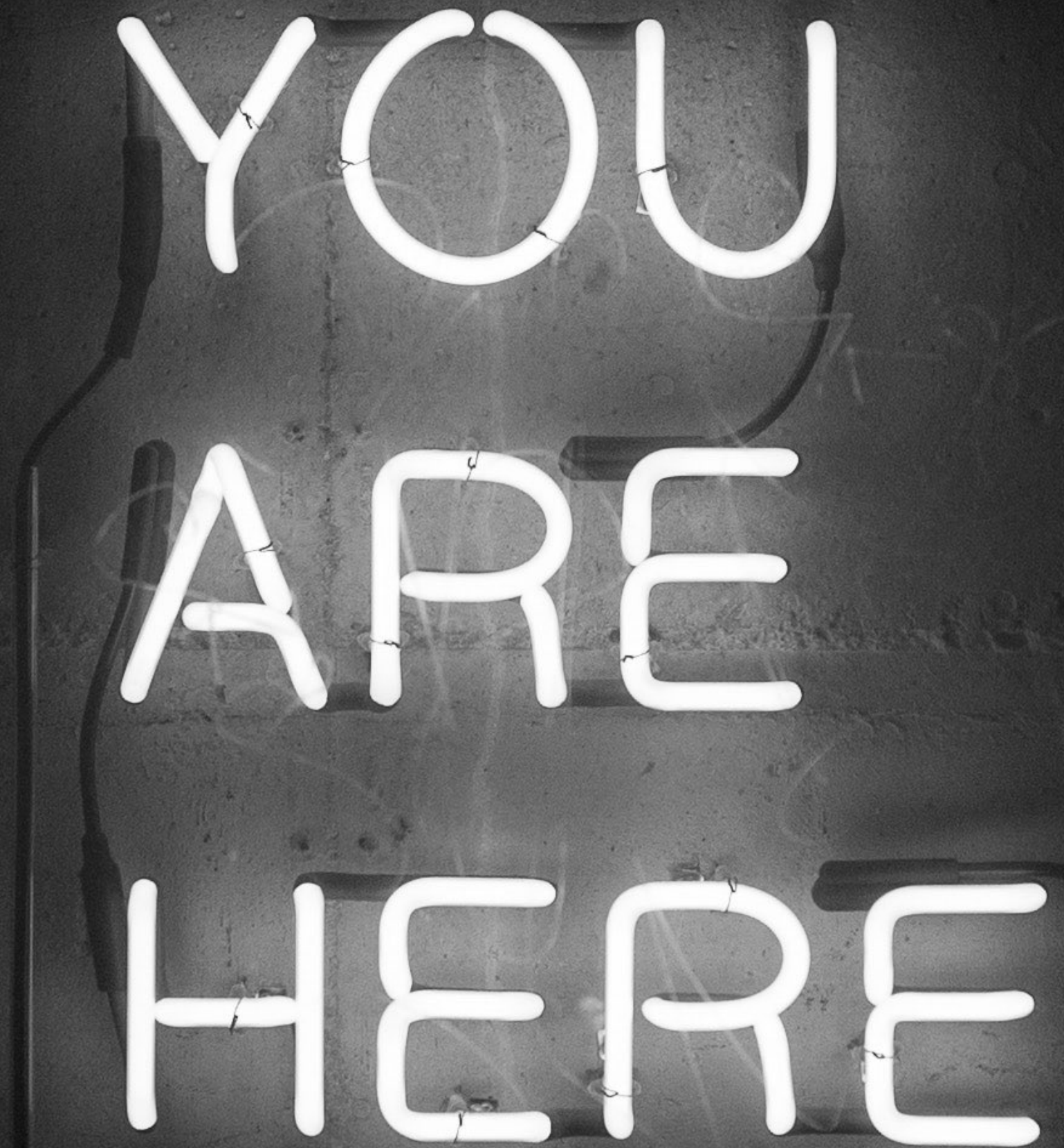
- More competitors
- Smarter customers
- Fewer resources



Boring Marketing

82% of buyers
wish B2B marketing
had the creativity of B2C

Source: [WHM and Propeller Insights](#)



YOU
ARE
HERE

In a Lonely Place

- Smaller teams
- Siloed functions
- Outsourced collaborators
- More accountable for results



Analytical Process

- Strategy: What?
- Goals: How much?
- Audience: Who?
- Message: What to say?
- Action: What to do?
- Measurement: Met goal?



Creative Process

- Shrouded in mystery
- Feel
- Images
- Coffee



Creative Process

- Problem to be solved
- Experience
- Inspiration
- Connections
- Iterative Process



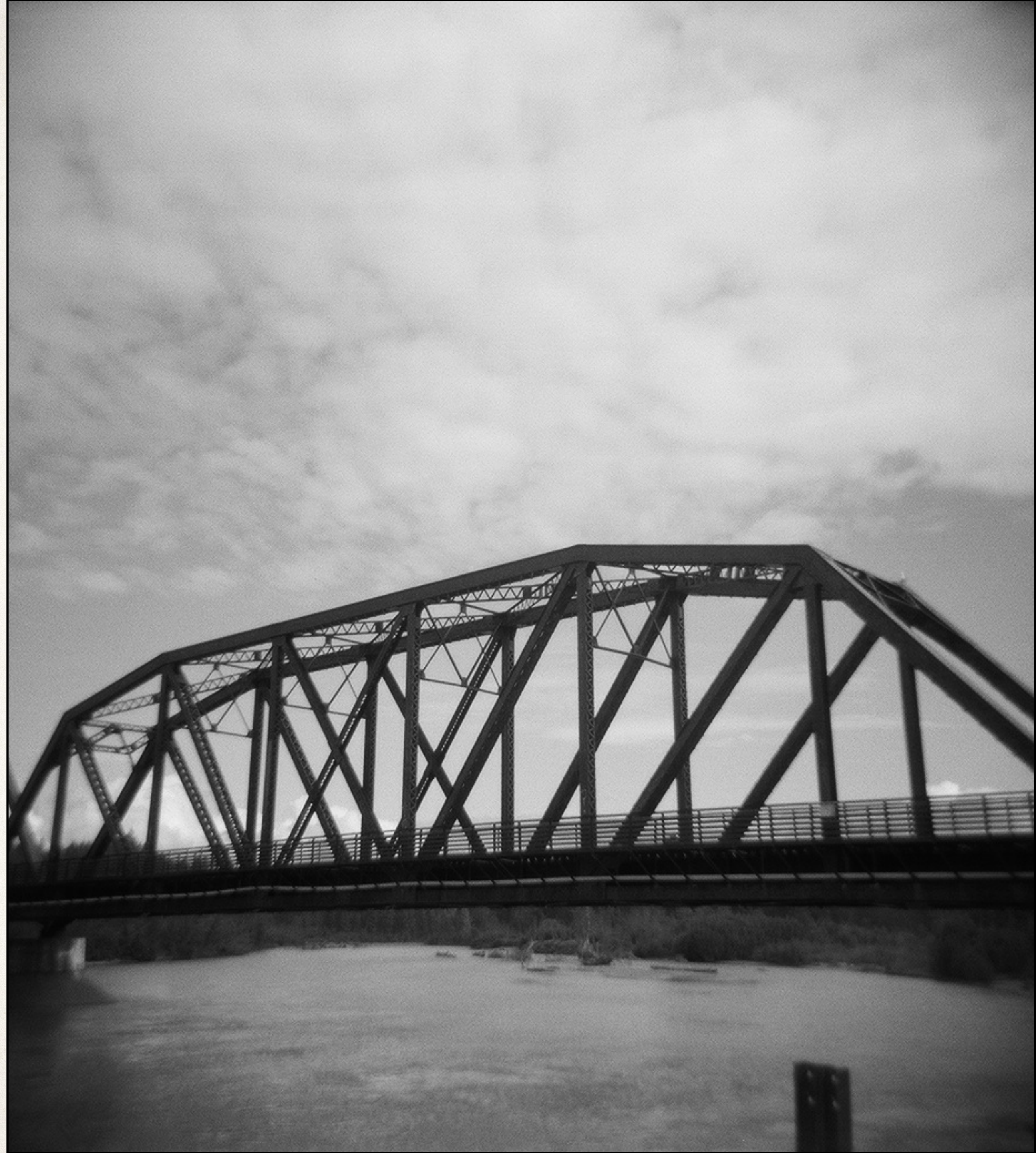
Collaboration

- Trusting relationship
- Marketers know the customer better
- Creatives know tactics and solutions better
- Break it all down together



Switching Sides

What happens when marketers and creatives think like each other?



Now for the How

- Kick-offs become active rather than passive
- Preparation required



Power of 3

- Expand ideas beyond first thought
- Balance between too much and not enough
- Provides real choice
- “3 is a magic number”



What is a Story?

- Setup
- Build
- Payoff



Power of 3 Examples

Marketer Activities

- 3 customer emotions
- 3 potential rewards
- 3 functions

Creative Activities

- 3 customer attributes
- 3 possible risks
- 3 forms

It is Story Time

- Write 3 sentence stories about:
 - a specific customer with a need
 - a product
 - a new world

Power of 3 Examples

- 3 campaign keywords
- 3 catchy headlines or email subject lines
- 3 examples of successful results

Marketer Success

- Deeper emotional involvement in campaign
- Better collaborator
- Better sense of the how



Creative Success

- Better understanding of marketing strategy details
- Better sense of the why
- More integral to campaign



The Long Road

“Great things are not done by impulse, but a series of small things brought together.”

- *Vincent Van Gogh*



Don't Just Sit There

Want to learn more?

Tweet me:

@JeffreyLCohen

@JeffreyLCohen

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