

The Mindful Marketer

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Mindfulness can be defined as “the state of being intentionally conscious of the act you are involved in.” Marketing on the other hand is the act of creating, communicating and delivering value to your target customer in order to reap profits. The main focus of attention in this definition of Marketing is the term value.

Is the marketer delivering value to his customer? Is he providing a solution to the problem in hand? Is it relevant to the TG? And over and above is it consistently relevant? These are the questions every Marketer should ask himself and be mindful about.

In marketing parlance, mindfulness aids us to look for solutions that will best serve the customer. When using this intentionally, we have to pace down and see things in a different fashion. Mindfulness can metamorphose the way you connect with your customer and can help you to understand your customer much better.

At the end of the day, every product you offer has to be a solution to the customer. You sell solutions and not just products. Every product no longer remains a product but gets converted eventually to a service. So, you by default become a service provider. A Solution provider.

A Marketer should be mindful at each and every stage of the entire Marketing life-cycle from need generation to evaluating customer satisfaction. And ofcourse the cost involved in Marketing the product.

A Marketer is a fascinating story teller. He not only sells solutions but also sells aspirations. He inspires and aspires his audience. He gives them hope. He shows them the life they ought to see and believe once they use the product. The positive changes that would take place in the life of the consumers for good. Explicitly, Marketing creates strong positive perception in the minds of the customer.

A Mindful marketer never apes his competitor. He is never into “me-tooism”. He creates his own benchmark. He competes with himself. He definitely has a strong market intelligence and knows his competitor-both direct and indirect, at the back of his palm, but never blindly follows the competitor’s move. He knows the pulse of his market; he knows the pulse of his customer.

He is a trend setter. He aspires to be a market creator rather than a follower. He has a strong potentiality of being a market disruptor. As a market creator, he creates a market, he creates an industry. He creates opportunities, he creates jobs. He creates competitors.

A Mindful marketer makes his every penny counts with respect to the investment he has made in promoting his product. He is wiser. He knows precisely where to invest, which medium to invest and where he should not burn his fingers.

He knows his customer crystal clearly. He knows the bandwidth of his TG-mix. He knows whom to target and the targeting is absolutely precise. He wants his customer to grow, to make progress. He wants to be a part of his success story. In the customer growth lies his growth.

He is not worried too much about the bottom line. He knows the key to a sustainable profitable business. He should be a people’s manager. He should keep his employees happy. Because happy employees produce happy customers and happy customers take care of your profits.

A Mindful Marketer comes out with a simple, yet a highly effective communication. His message is simple, straight, to the point, crisp, and hits his audience hard. He never confuses his audience for what he stands for. His positioning is strong and out of the clutter.

His content speaks, his product speaks, his service and his delivery define his level of excellence.

He takes care that there is zero deviation between expectation set by him and the ground reality. He is mindful of the fact that whatever perceptions he created through advertising, the promises he made, are met in reality till the last leg of the chain, may it be the tele-caller speaking to the customer or the Sales executive visiting customer’s place for a demonstration.

He is extra cautious regarding the Moments of Truth his customer goes through. He does a thorough detailed analysis of the customer journey, and he himself walks through it first, before producing a flawless product or service to his customer. He considers himself an artist and his product or service as his artwork.

A Mindful Marketer makes a detail note of each and every hurdle either a trivial one or a major one, a customer may face in reality. He is aware and tries to forecast any unforeseen eventualities that might come in the path.

He is open to change. He is super adaptive. He is a quick learner and understands the shift of the market much before he is forced to change. He sees opportunities in any eventualities and is mindful of the fact that there can be opportunity that may arise from a least expected situation.

Last but not the least, he is a mindful listener. He is open to everything. He is open to all criticisms. He considers criticism as an opportunity to improve his product. He is active on social media platforms 24 X 7. He is quick in responding. He runs to help his customer in distress and doesn't allow the matter to escalate.

He is an empathetic listener. On a sales call, he is a "Doctor on field"; i.e. he will always have a consultative approach rather than a push-my product-approach. He would listen to the need of his customer and more importantly the "need behind the need". Understand to exactly what the customer wants rather than what he wants to sell. The focus of attention is the customer and not the product, so that after listening what the customer wants, the product can be customized as per the customer's need.

Eventually, a mindful marketer creates a strong bond, a strong trust amongst his customers. The customers are no longer just brand loyalist but they graduate to become brand evangelists.

A Mindful marketer can thus cultivate your business, makes an enduring impact on your customer, build strong customer loyalty, accentuates on values over the product or service. As a result, you'll find new ways to attract customers through better understanding and awareness.

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