



By Richard D. Czerniawski

## **SUCCESS IN MARKETING - IT'S ABOUT YOU TOO!**

We can attribute success in marketing to a host of factors. On a macro level, it's about the skillful application of the science and art of marketing to address a given situation comprised of your offering, competitors and their strategies and activities, marketplace dynamics, customer attitudes and behaviors, regulatory or legal issues, etc. Achieving success is all the more difficult because the situation we face is never static but constantly evolving—regardless of whether we can see it or not. As Epictetus stated, "No one steps into the same river twice."

What strategies you undertake, including:

- Your Brand Idea
- The marketing mix elements you choose to reach a strategically appropriate target customer-segment—that believes what we believe about our brand (the Brand Idea)
- The nature and magnitude of the ideas you create to manifest your strategies compellingly, and
- The quality of execution of your marketing plan.

The aforementioned factors, among others, spell the difference between success, also-ran, and failure. The also count for the difference in the degree of success.

So, this is about you too. You, the brand marketer—assuming the role of president of the brand—are at the center of everything. You, the brand marketer, are the architect and steward of the brand—the Marketect! Your skillful application of the science and art of marketing makes a big difference between success or failure in all things marketing. We need to critically examine our performance and strive to improve to make our marketing, and ourselves as marketers, matter more.

**COMING SOON** – Learn more about my new book, **AVOIDING CRITICAL MARKETING ERRORS: How to Go from Dumb to Smart Marketing**. Regardless of our current level of marketing, here's how we can make our marketing, and ourselves as marketers, matter more: <http://bdn-intl.com/order-avoiding-critical-marketing-errors>

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