



By Richard D. Czerniawski



**Marketing Matters Rx** offers prescriptions (suggested remedies) for what could be ailing your marketing. Comply with it, where and as appropriate, to achieve Smart(er) Marketing.

**Experience Marketing – Rx:** *Avoid doing what you ought not to do. There's a quote about golf that goes something like this: "Golf has too much walking to be a good game, and just enough game to spoil a good walk." The worse the game, then undoubtedly, the more the walk is spoiled. Beware of things we, marketers, do to ruin our "game or walk." These are negative actions that diminish the "brand experience" and, therefore, we should avoid them at all costs, such as: Hounding customers with mobile messaging; Promising the improbable or unachievable (such as "get your life back"); Overcomplicating things for customers (e.g., packaging, promotions, etc.); and Serving your organization at the expense of your customers—among many others.*

You'll find the right prescriptions to make your marketing smart(er) in my new book, **AVOIDING CRITICAL MARKETING ERRORS: How to Go from Dumb to Smart Marketing**. You can learn more here: <http://bdn-intl.com/avoiding-critical-marketing-errors>

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