

“ME TOO MARKETING”  
AND  
THE PROBLEM OF DIFFERENTIATION

# WHY IS DIFFERENTIATION SO ELUSIVE?

- Deep down, few firms really want to be different
- They want the veneer of individuality, but aren't willing to invest in the process that can establish it
- They end up falling into the trap of "Me Too Marketing."

# “ME TOO MARKETING”

*“A phenomenon whereby an investment manager counter-intuitively tries to establish differentiation by positioning themselves in a way that’s mostly identical to their competitors.”*

In other words, be different, but only within the context of what our peers are doing.

# SYMPTOMS OF “ME TOO MARKETING”

- A static website with no (or few) content updates
- A pitchbook-centered sales and marketing strategy
- A jargon-fueled message with little or no persuasion
- Resistance to a content strategy.

# DEFAULTING TO WHAT'S COMFORTABLE

What firms should be doing is answering THE central marketing question:

*What does our AUDIENCE want from us?*

NOT:

*What do WE want our audience to know?*

# WHAT DOES YOUR AUDIENCE WANT?

They have a problem:



*“ We need maximum risk-adjusted returns”*

Most firms say:



*“ OK – here’s how we do that.”*

The proper response is to first ask yourself:



*“ How do we convince them that our approach is the best?”*

The difference is that one focuses on the descriptive, the other is focused on what’s persuasive.

# MARKETING IS NOT A CONTEST OF IDEAS

So what is it?



- ~ Persuasion
- ~ Manipulation (at a certain level)
- ~ Pushing the right buttons

People  
Process  
Philosophy  
Product  
Price



In and of themselves, none of these matter if they have no persuasive value.

So where do we start?

# 1. DATA

## Make sure your data is locked and loaded

- Audited, verified, and populated across the broadest possible range of industry databases.
- Invest in your data marketing automation because “*Data is your Product.*”
- It’s the proof in the pudding; the essential support regarding every contention you make about how your approach best solves their problems



## 2. TELL YOUR STORY

Create a narrative for your firm

Tie together the 5 Ps (*People, Process, Philosophy, Price, Product*) in a way that is compelling, persuasive, and humanizing.

This is a deeply challenging exercise. You need help.

## 3. BE CONSISTENT

Your message has to be consistent across the entire library of marketing materials:

- Website
- Pitchbook
- 1-pagers & fact sheets
- Due Diligence documents
- Competitive analyses

Data, terminology, language, tone, syntax, parts of speech, imagery- it all has to match.

## 4. GET THE WORD OUT

- Develop and execute a content strategy
  - The long-term creation of useful, helpful content is the best way firms can differentiate themselves
  - Content creation is a concrete action that demonstrates your willingness and interest in being helpful
- Distribute content on website, email, and appropriate social media platforms – LinkedIn is the most appropriate
- Few firms invest in content, so by its very definition, it is a key differentiating factor

# CONTENT TYPES

- Not all content is created equal
- Not every format here is appropriate for investment management marketing
- Nevertheless, it offers a sense of the breadth and diversity of potential content
- Limited only by your own creativity

## List of Content Formats

- How To's
- Content Curation
- Case Studies
- Charts/Graphics
- eBooks
- Email
- Newsletters/Autoresponders
- Cartoons/Illustrations
- Book Summaries
- Tool Reviews
- Giveaways
- FAQs
- Q&A Sessions
- Webinars
- Guides
- Dictionary
- "Day in the Life" Posts
- Infographics
- Lists
- Mind Maps
- Memes
- Online Games
- Helpful Application/Tool
- Opinion Post
- White Papers
- Vlogs
- Videos
- Templates
- Surveys
- SlideShares
- Resources
- Quotes
- Quizzes
- Polls
- Podcasts
- Pinboards
- Photo Collages
- Original Research
- Press Releases
- Photos
- Predictions
- User-Generated Content
- Company News
- Timelines

Tell your story

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