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## What the Presidential Debate Can Teach You About Marketing

Hana LaRock, Business2community.com — October 11, 2016



The Presidential Debate is always a hot topic. But, if you're a busy marketer, you probably have other things on your mind but here are some useful things you can take from the debate. [...]

What we learned from this campaign thus far is how much social media plays a role. People go to social media for everything. If you've been following the campaign and the debate, then you'll know what we're talking about.

Well, using social media as a means to decide who you want for president, works quite the same way with companies. Buyers turn to social media to learn about your company. They see things they like, such as written content or viral videos, and use that to help them make purchasing decisions [...]

Tell Them What They Want to Hear. When it comes to your marketing approach, always tell your audience what they want to hear. Knowing your audience is crucial to a successful marketing campaign, just like it is for a presidential campaign. While we're not encouraging you to stretch the truth or be dishonest, rather catering to your target audience and learning from them simultaneously, can help create a strong relationship between the company and the consumer.

Answer the questions. Customers have a lot of questions, as do the American people for the candidates. Your job as a responsible company should be to try to answer all your customer's questions already and Provide good customer service by having contact information visible on your site and in your emails.

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