

## **Too much marketing is bad**

Too much marketing is damaging brand profile, according to research commissioned by predictive analytics provider SPSS.

Some 30 per cent of the 1,001 people questioned cited 'being contacted too often' as the most annoying form of marketing – above 'being called at a bad time' or even 'being contacted by a pre-recorded voice message'. The result is that consumers start to associate a brand with irritation rather than with a desire to buy its products or services.

The knock on effect is that consumers delete or throw away unopened direct mail and emails based on subjective emotions, rather than quality of the content. This can mean a waste of marketing budget as well as having a more serious, long-term effect as consumers are still likely to pass on their negative feelings to friends and family.

The negative implications for a company's profile are potentially huge. "This survey throws new light on increasingly sophisticated consumer attitudes towards marketing activity," said Noel Coloe, UK general manager at SPSS. "People who are being targeted too often and with too much information will quickly develop an aversion to a brand, and will feel only frustration towards a company when they see the brand itself.

"There is no doubt an effective direct marketing campaign can achieve great results," he continued. "But these campaigns need to be tailored to appeal to the right people with the right information – this is not only cost-effective, but avoids any backlash. After all, it's madness to spend money on marketing only to create negative feeling towards your product or brand."

The research also revealed that consumers still prefer to be contacted by direct mail, rather than email or SMS. Coloe believes marketing campaigns should be designed with this in mind, in order to emphasize quality over quantity.