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Timeless Truths of Marketing

**Tools change.
These don't.**



1. Know Your Customer

**The best marketing starts
with listening. If you don't
know their pain,
your guessing.**



2. Solve A Real Problem

**You're not selling a product.
You're selling a solution
that actually
matters.**

3. Be Consistent

**Consistency in message,
tone, and delivery builds
recognition and
trust.**



4. Build Relationships, Not Campaigns

**Long-term growth comes
from trust, not tricks.
People buy from
people.**

5. Make It Easy To Say Yes

**Confused buyers don't buy.
Clear > Clever.
Simple > Flashy.**

The Bottom Line

The platforms evolve.
The fundamentals don't.

Want help applying them to your business?
Let's talk.



Prowl Communications