118 Marketing Is a Standard Not a Message

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/118-marketing-is-a-standard-not-a-message-2/

The Demand

Identify one marketing claim your operation is currently making — on your website, your social, your menu, anywhere — that the standard is not consistently delivering. That gap is not a marketing problem. It is a standard problem wearing a marketing budget. Fix the standard. Then the claim becomes true. Then the marketing works.

The Work

Identify one marketing claim you're currently making — website, social, menu, anywhere:
Is the standard consistently delivering on that claim?
Where specifically does the standard fall short — the host stand, the table, the kitchen?
Is this a marketing problem or a standard problem wearing a marketing budget?
What you will fix in the standard this week so the claim becomes true before you market it again: