

Toward A New Communications Model: Comparison Table

Elements/Model	Mass Marketing	Micro Marketing	New Communications Model
Communications	"one-to-many" communications, defined by the technology of mass media, communications, i.e. TV, radio, & print media	"one-to-one" communications, shaped by powerful, new digital technologies, the Internet & World Wide Web	combination of both, "any time any where" with the tools of micro marketing increasingly playing the dominant role
Information	"siloeed" in islands of data, fragmented, hard-to-find, access and use	integrated into enterprisewide architecture; distributed, easy-to find, access and re-use	saved, searched & re-used "create once, use everywhere", available 24/7
Organization	hierarchical organization, top-down command and control structure, static	flatter, more streamlined & distributed organization, dynamic, ever-changing & global	extended, Internetworked Enterprise, re-engineered, to provide greater agility, speed and responsiveness
Approach	push, optimized for print & broadcast media, off line	pull, optimized for search, the Web, online	combination of both with role of mass marketing greatly diminished as new micro marketing media come into play
Message	corporate "monologue", one-size-fits-all	"conversation", highly tailored	both, but companies should beware of missing the "Cluetrain", failure to participate maybe fatal
Target Market	large, homogenous segments, biggest part under the bell curve, i.e. partners, customers, employees, press, analysts, investors, influencers	smaller, more granular market segments, "the long tail" of the bell curve, i.e. segmented by product, technology, region, customer	increasingly smaller, more targeted market segments, "niches of one", who will demand information customized to their specific needs
Customer	passive, face-to-face or voice-to-voice	active/interactive, virtual	interactive and far more particular, wants specific information "anywhere, any time"
Measurement & Analysis	count articles, press/analyst coverage & company mentions	analyze everything from websites, blogs and press releases usage, to click through rates, referrers and keywords	analyze, refine and test on an ongoing basis, marketing and PR no longer immeasurable, can track direct impact on the bottom line