

# Ep 46: How to Effectively Market to Different Cultures

## Cross-cultural Communications Expert Doni Aldine



- Really take the time to know your customer.
  - Do your due diligence to locate your customers and the types of communications they are looking for. Have someone who is a part of the culture review the work or tap into people that have expertise marketing to the culture specifically.
  - The process might not look the way you are used to which means you must move outside your comfort of "this is how we do things" and get creative.
- Be willing to test and learn to get there.
  - What works for one culture or group may not work for another. Figure out what resonates best with your consumers from a messaging standpoint. There is no "copy/paste" in marketing anymore.
  - Targeting is not an exact science. You have to try some things out when you locate your target to determine what really "hits" with them.
  - Testing and learning is the quickest way get the right results. Come up with a plan then go all in on it and give it the time to work or not. Not everything is going to work. Sometimes you learn more from what does not vs. what does.
- Be brave enough to change course when something doesn't work.
  - You have to be flexible and open to change in order to effectively communicate to people that you may not have been able to in the past.
  - Do not continue to do the same thing and expect a different result. Stop the auto-pilot and recognize that if you haven't reached them yet you won't.
- Embrace all of the feedback.
  - Listen to what they are saying objectively. If someone has taken the time to give feedback, try to look at it as an opportunity to learn.
  - People don't like change, so know that it will be met with some dislike. Learn from what people don't like if possible, if not let them go.
  - Cultural discussion is fueled with energy, good and bad. You will likely have some "haters" if you are embracing a new audience or trying to create change.

### Areas to address immediately are:

1. \_\_\_\_\_  
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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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### Action Plan:

Action	Timing	Progress	Complete