



Marketing Isn't One-Size-Fits-All






Marketing Brew Webinar Summary – May 9, 2025

This document summarizes the 'Marketing Isn't One-Size-Fits-All' webinar hosted by Kyle Hagge of Marketing Brew, featuring Nasser Sahlool and Jenna Watson of DAC. The session explored 7 common marketing myths and provided data-backed, experience-driven perspectives on how to more effectively personalize, localize, and activate modern marketing strategies.




Want to watch the replay yourself? Here's the [link](#).

Key Takeaways:

Enterprise to Local & Personalization

-  **“Enterprise to Local”** marketing enables national brands to deliver highly relevant local messages at scale using data and automation.
-  **Localization is the original personalization-** more scalable, less creepy, and just as effective at engaging diverse audiences.
-  **Local marketing works for all businesses**, not just brick-and-mortar. Use geographic audience clustering for better relevance.
-  **Search is increasingly localized**, even when users don't input location data. Integrate paid, organic, and local tactics to stay visible.
-  **Use location as a proxy for behavior, demographics, or even wealth**, especially when targeting affluent or niche personas.

Smarter Use of Data, Creative & Channels

-  **Data alone isn't enough-** you must activate it across both media and creative for full-funnel impact.
-  **Data + Creative + Activation is the magic formula.** Let insights guide message *and* medium.
-  **Most companies use data for 'support' rather than 'illumination'-** flip the script to challenge assumptions and innovate.

- 📺 **Omnichannel ≠ all channels.** Focus on *relevant* channels based on audience behavior and intent.
- 🔄 **Keep your customer at the center**, not your org chart or media buying preferences.

⚡ **Unifying Brand & Performance Marketing**

- 📣 **'If you build it, they will come'** only works if you capture demand efficiently- brand and performance must be connected.
- 📈 Strong brands require **consistent reinvestment** to stay relevant, even before a buying trigger occurs.
- 💬 **Brand and performance marketing are two sides of the same coin.** Combine top-of-funnel storytelling with down-funnel efficiency.
- 🎯 Performance agencies can successfully move up-funnel, **using data discipline to drive brand results.**
- ✍️ Monthly testing of upper funnel channels (CTV, out-of-home) can restore brand equity and drive new customer acquisition.