

HOW TO MARKET TO THE SIGMA CONSUMER



THE GHOST IN THE SYSTEM

This top-tier customer, the "Sigma," doesn't fall for regular ads. They use ad-blockers and privacy tools. Your old luxury ads are being ignored.

Shift your focus: Stop trying to be seen (Public) and start providing real value (Private).

An illustration of a man and a woman sitting in ornate chairs in a library. The man, on the left, has a beard and glasses, wearing a dark suit over a light blue shirt. The woman, on the right, has long dark hair and is wearing a blue traditional dress with gold embroidery. They are both looking towards the center. A large speech bubble with a black outline is positioned above them, containing the text 'Welcome to your new term: High-Discretion Marketing.' The background features bookshelves filled with books, statues on pedestals, and large windows showing a city skyline at night. The floor is made of polished wood.

***Welcome to your new
term: High-Discretion
Marketing.***

CORE RULE: UTILITY OVER HYPE

Old Way: "Buy this so others notice you." **New Way:** "Buy this because it makes your life actually better." They value function, not public praise.

Focus on: How your product improves their life, not how flashy it looks.



STRATEGY I: FRIENDS ARE THE ONLY ADS

They don't trust general reviews. They only trust a very small, private network of friends and experts.

Action: Create a Silent Referral Program.

An illustration of a man and a woman sitting in ornate chairs in a library. The man, on the left, has a beard and glasses, wearing a dark suit over a light blue shirt. He is gesturing with his right hand. The woman, on the right, has long dark hair and is wearing a blue traditional dress with gold embroidery. They are both looking at each other. In the background, there are bookshelves filled with books, statues on pedestals, and large windows showing a city skyline at night. Two speech bubbles are present: one from the man saying 'It's not a funnel; it's a Network.' and one from the woman saying 'The Referral Funnel!'.

***It's not a funnel;
it's a Network.***

***The Referral
Funnel!***



SILENT REWARDS

Never offer a simple "\$50 off."
That looks cheap and public.
Instead, reward your best clients
with better service.

Give them: 1. Private access to new items. 2. Service upgrades (like free maintenance). 3. A dedicated, private contact person.

STRATEGY 2: USE YOUR OWN DATA

Since you can't track them on public sites, use the data you get when they interact directly with you (your website, your app). Your CRM is key.

Action: Invest in first-party data (data you collect directly).

COMMUNICATE ONLY FOR SERVICE

Use direct, private messages (like WhatsApp or a private app) but only for useful service updates.

Send messages like: "Your item is ready for its annual cleaning," or "A private, small batch is now available." **NEVER** use this for general ads, it destroys trust.

An illustration of a man and a woman in a library. The man, on the left, has a beard and glasses, wearing a dark suit over a light blue shirt. He is gesturing with his right hand. The woman, on the right, has long dark hair and is wearing a blue traditional dress with gold embroidery. She has a surprised expression. They are seated in ornate wooden chairs. The background features bookshelves filled with books, statues on pedestals, and large windows showing a city skyline at night. Two candelabras with lit candles are on the walls.

So, no more video with a celebrity talking about their favorite color of our bag?

Please, no.



THE NEW MEANING OF "REACH"

Stop counting followers (width of relationship). Start counting trust (depth of relationship).

The Win: When you earn their trust through discretion and utility, you gain the most loyal customers you can have.