

## Marketing Prescriptions: KISS – Keep It Simple Sir

Written by Ashwin Merchant  
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### MARKETING PRESCRIPTION # 12

#### KISS – Keep It Simple Sir (Silly? Stupid?)



Marketing communication must be written in simple to read, understand and act. Depending on target audience words, meanings and length of communication can be worked out, of course, language of communication is very important. Talk with customers in a language which they will understand and hence remember, respond and react to buy. Stylish font, difficult words, color of words, back ground color must be in tune and taste with targeted customers else, who will read your communication? So, please, K I S S.

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Earlier in the Series:

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[Go where your customers go](#)

[Do not pay much attention to what competitor says, but what they do](#)

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[Powered Marketing – Innovative, Practical & Economical](#)

[Always afraid of competition, but never of a competitor](#)

[Think like buyer, not seller](#)

[Forget 4Ps, Study 17Ps](#)

[Find weakness in strength of competitor](#)

[Never make mistake to discount quality](#)

[Distinguish or Die](#)

[Make Yourself Unmatched](#)