

# Vary the Message

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## *About:*

NextStage Evolution studies communication, including how a Word of Mouth message spreads through society.

## *How it works:*

Let's say you have a message that you want to get into the largest population possible in the least amount of time. This sort of message might be a specific big-sale at your store, a new night in your bar or nightclub or a new menu in your restaurant.

## *How often should you change your message?*

Change the message every week, every month, every quarter or seasonally.

You can make sure that your advertising message spreads rapidly and through a large population if you periodically re-introduce the message with a slight mutation. The core message must remain intact, and the wrapper, if you will, needs to change just enough that the non-conscious mind perceives the message as new, and then alerts the conscious mind to pay attention to it.

This is a way to get the [Three Touch Rule](#) engaged without exhausting your budget.

Here's an example: the goal of a hypothetical viral campaign is to get people interested in a specific car. Three different messages in three different wrappers that all leave the core message intact would be: "You can feel safe in *this car*", "Listen to the high quality stereo in *this car*" and "Now, low financing for *this car*".

Now let's say you know your target audience is LGBT and heads out to dinner or for the nightlife in Wilton Manors or on Miami Beach. There's your time element. Your target is in their home or at work during the day, and a few hours later they are in one of the Gay neighborhoods of South Florida socializing.

**Reach your audience in their homes and offices using Mark's List and Social Media and then reach them after they are out using print publications like the Florida Agenda and Mark Magazine along with... more Social Media! Vary each message slightly so that it is perceived as new and continue to reintroduce slight mutations so that the subconscious mind will cause the conscious mind to continue to pay attention.**

About the author: Joseph Carrabis is CRO and founder of NextStage Evolution and NextStage Global and founder of KnowledgeNH and NH Business Development Network. He was recently selected as a senior research fellow and board advisor for the Society for New Communications Research.