

## Mobile vs. Static Audiences

### *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.

### *Do you want a mobile or static audience to get a message out quickly?*

Mobile? Static? A mobile audience is one that travels beyond its home territory regularly. I'll use myself as an example; I rarely travel more than 20 miles from my house in Florida. When I do, it's to my summer home in Nova Scotia; once there, I rarely travel more than 50 miles from my home. I and people like me are static. We may interact with a lot of people within our radius of influence, and they're always going to be the same people.

A highly mobile audience is one which is local today, distant tomorrow. If today I'm in NH, tomorrow I'm at a meeting in Chicago, the day after I'm in Boston, then I'm off to Dallas for a few days before heading to San Francisco then back home...yep, that's mobile.

So do you want a highly mobile or a highly static audience as the seed population for a message to spread quickly to the largest number of people?

It turns out you want a highly static audience because those people will repeatedly remind each other of the original message (the "Three Touch" rule). I may only carry the message to the same people within a 20 mile radius, but I'll be touching a lot of people in that radius. Then each of them will carry the message within their 20 mile radius. And they'll tell two friends and so on (just like in the classic shampoo commercial).

### *So when will an advertisers message gain more traction with the make or break local population, in season or off-season?*

**Using NextStage's model, a business stands a better chance of generating Word of Mouth off-season. While there are fewer people in town off-season to receive the message, the locals will do a better job of reaching each other three times, reinforcing your message.** In season a high percentage of the messages audience is leaving town and taking the message away. The chance that these out-of-towners will be able to react to the message is far lower.

Advertising off-season may actually be more important to a business's long range success than in season!

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