The Gobbledy Trap: How Great Copy Can Transform Your Marketing

Jared Blank

A Few Things I Wanted to Chat about

01 Gobbledy
02 Let’s talk about positioning
03 Some copy ideas
04 The Subtle Art of Giving a S—

01 Gobbledy:

The shortcut language used - often in software marketing - to convey seriousness while also saying nothing

This Is Gobbledy

Redefining e-commerce by simplifying the lives of buyers and sellers

Deliver personalized commerce everywhere through hyper-relevant omnichannel commerce experiences that convert more customers more often and at higher value by turning every engagement into a personal, shoppable moment.

SAP Hybris

This Is Gobbledy

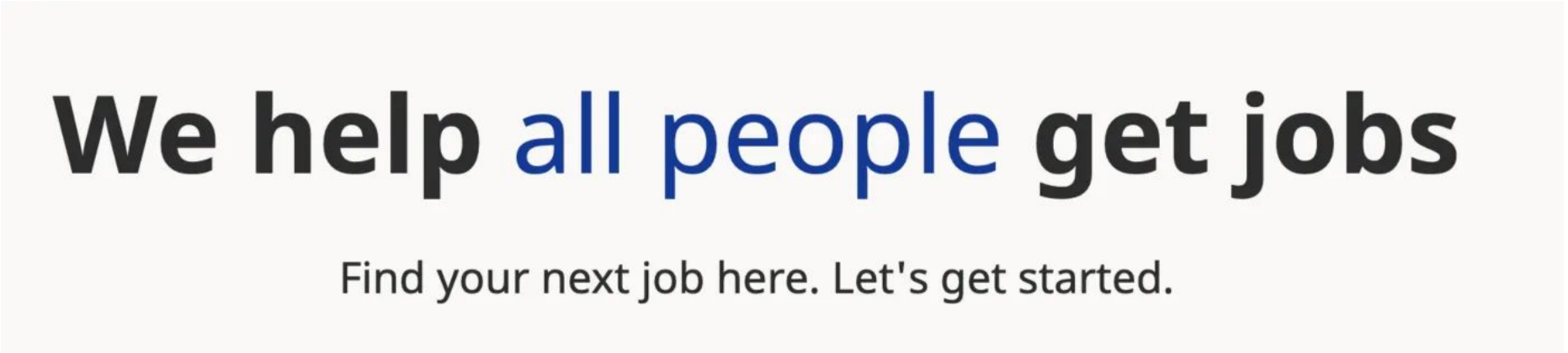
More content for more channels with less effort and fewer resources

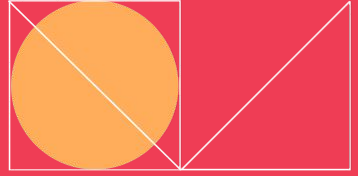
We give both marketers and developers the tools to do more with less. Create, reuse, and update content that is dynamically optimized with ML/AI for every screen, activation, channel, and more — worldwide.

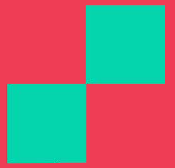
Our enterprise content management system (CMS) is flexible enough for both headless and traditional needs, along with everything in between. And it's cloud-native, offering the agility and scale needed to deliver personalized experiences to every customer across the globe.

Adobe

This Is Not Gobbledy







Gobbledy Can Also Be Visual...

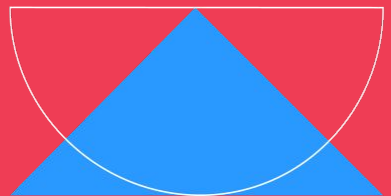
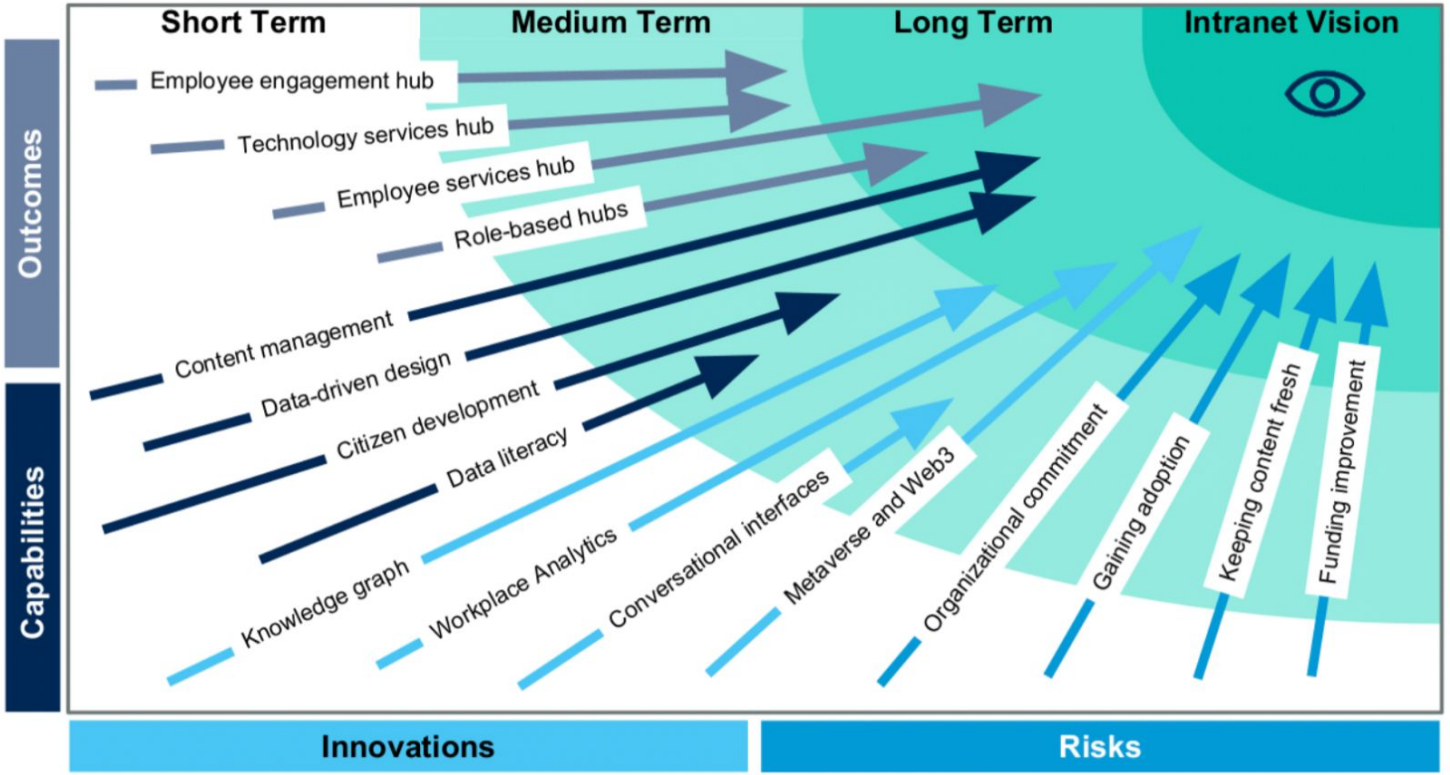
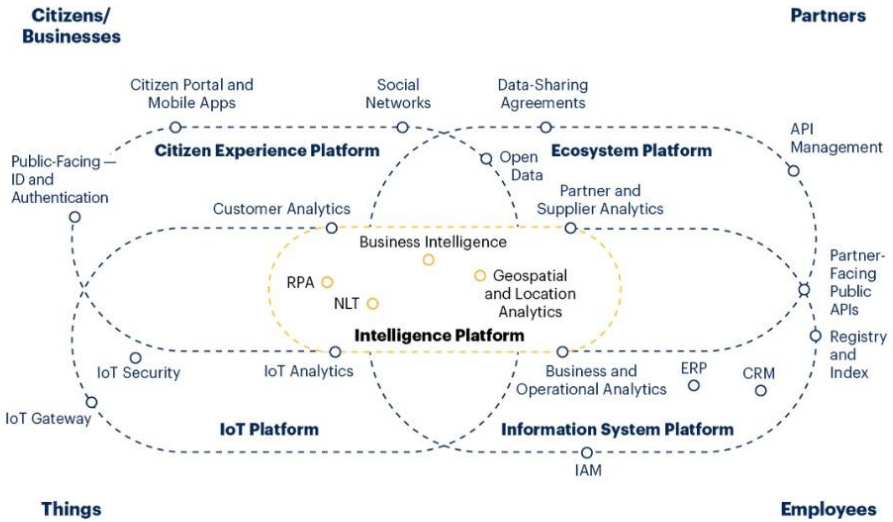


Chart the Path to Intranet Transformation



Components of a DGTP



gartner.com

Source: Gartner
IAM = identity and access management; NLT = natural language technology
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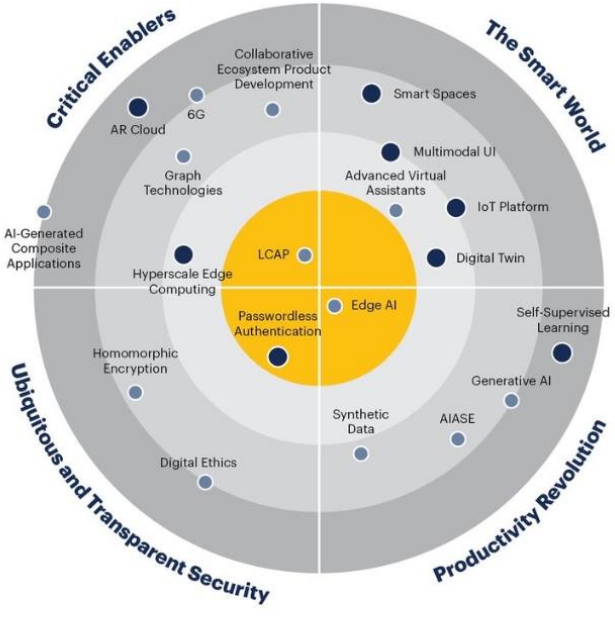
Gartner

Impact Radar for 2022



Range

- 6 to 8 Years
- 3 to 6 Years
- 1 to 3 Years
- Now (0 to 1 Years)

Mass

- Low
- Medium
- High
- Very High

gartner.com

Source: Gartner

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Gartner

02 Positioning:
(Aka, it all starts with positioning)

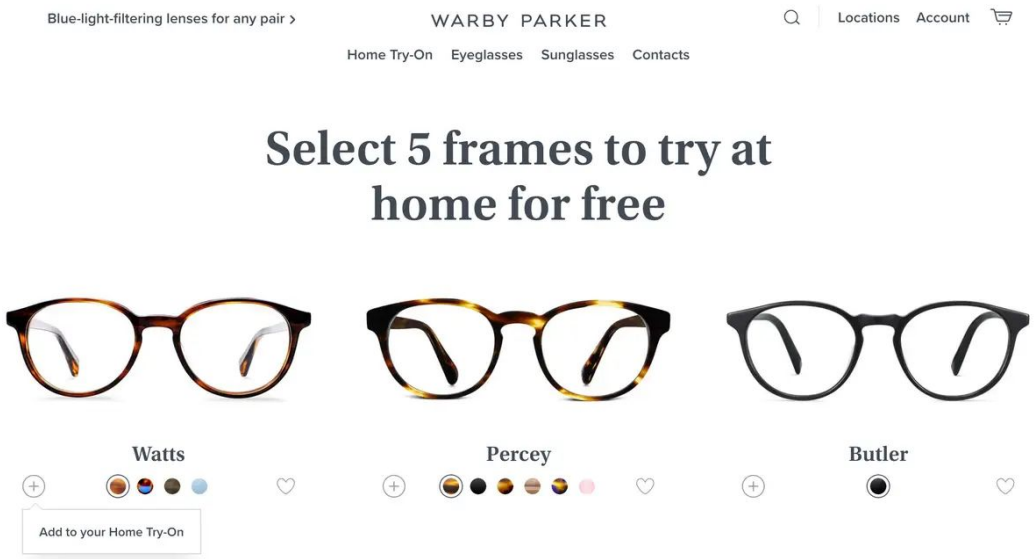
Positioning

1. **Where does your product sit in the market?**

2. **Whom do you define as the competition?**

3. **How do you compete with your competitors?**

02 Positioning



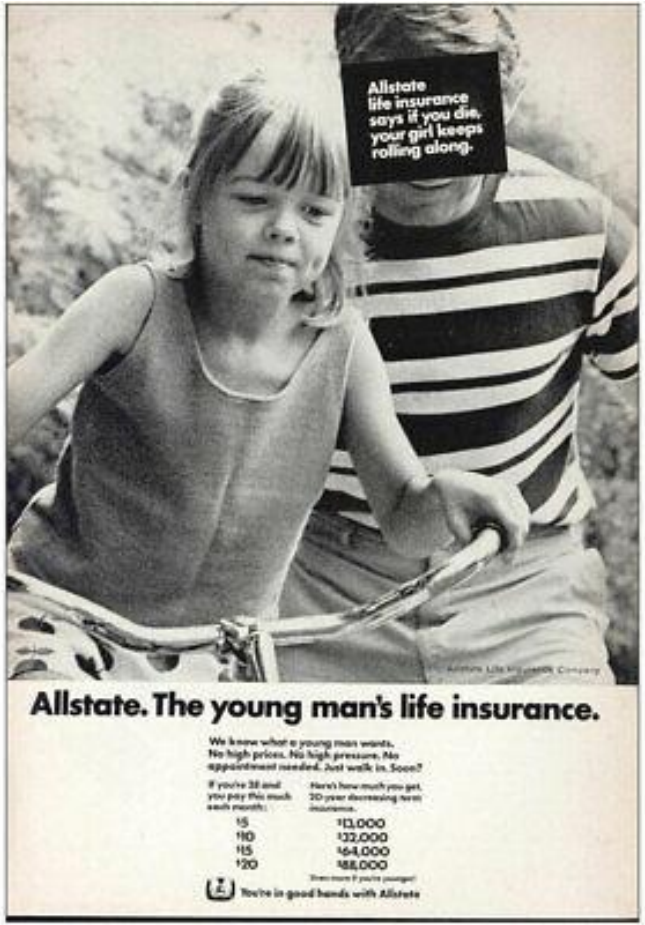
03 Copy Ideas:
(Stuff You Can Steal)

It Does What It Says on the Tin

What great positioning can do for you

“It Does What It Says on the Tin” Can Also Be Kinda Terrifying

If You Die???????


Allstate
life insurance
says if you die,
your girl keeps
rolling along.
Allstate. The young man's life insurance.
We know what a young man wants.
No high prices. No high pressure. No
appointment needed. Just walk in. Soon?
If you're 28 and
you pay this much
each month:
Here's how much you get.
20 year decreasing term
insurance.
$5
$10
$15
$20
$13,000
$32,000
$64,000
$88,000
You're in good hands with Allstate

This Was a Campaign??????

If you die,
your baby
is still
babied
GEICO

Sell the Brownie, not the Recipe

The leading wheat starch-based cocoa treat purpose-built for hunger-focused humans.

Numbers Are An Effective Shorthand When Repeated

Because bathing should be a luxury
without work or worry—

IVORY SOAP

"It floats"

99 44/100 % PURE

...And Confusing When They're Not

...1, 2.0, 80%, >95%, 100+, 600M

Oh…Don’t Be Afraid to Pretend that Something Not Unique Is Actually Unique

Because bathing should be a luxury
without work or worry—

IVORY SOAP

“It floats”

99 44/100 % PURE

Your Customers Are Part of a Community - Be Specific

Volkswagen Gave Some Great Advice in the 1960s...

How to do a Volkswagen ad.

1. Look at the car.

2. Look harder. You'll find enough advantages to fill a lot of ads. Like the air-cooled engine, the economy, the design that never goes out of date.

3. Don't exaggerate. For instance, some people have gotten 50 m.p.g. and more from a VW. But others have only managed 28. Average: 32. Don't promise more.

4. Call a spade a spade. And a suspension a suspension. Not something like "orbital cushioning."

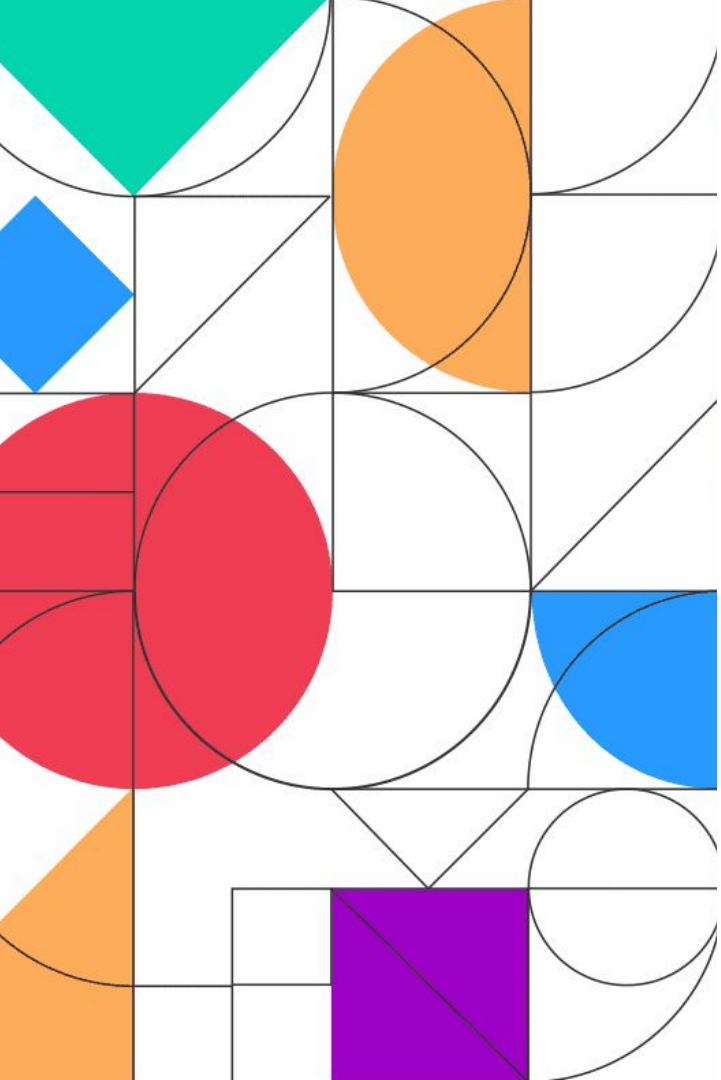
5. Speak to the reader. Don't shout. He can hear you. Especially if you talk sense.

6. Pencil sharp? You're on your own.

To Be Clear, the Good Ol' Days Weren't Always So Good...

04 The Subtle Art of Giving a S—

(i.e. You Know What You’re Doing)



“I am skeptical of people whose God is testing...”

Sylvia Plath

AVIS®

Do you have the right kind of wife for it?

Can your wife bake her own bread?
Can she get a kid's leg stitched and not phone you at the office until it's all over?
Find something to talk about when the TV set goes on the blink?
Does she worry about the Bomb?
Make your neighbors' children wish that she were their mother?
Will she say "Yes" to a camping trip after 50 straight weeks of cooking?
Let your daughter keep a pet snake in the back yard?
Invite 13 people to dinner even though she only has service for 12?
Name a cat "Rover"?
Live another year without furniture and take a trip to Europe instead?
Let you give up your job with a smile?
And mean it?
Congratulations.

Can your wife bake her own bread?

Does she worry about the bomb?

Let your daughter keep a pet snake in the backyard?

Invite 13 people to dinner even though she only has service for 12?

Name a cat “Rover”?

Make your neighbors’ children wish she were their mother?

Vitauthority
SET THE STANDARD

Thanks, Stephanie!

This email is to confirm your order on 08/05/2022. Your order number is **777513**. Please reply to this email if something is not correct below!

It's crazy what we just witnessed, Stephanie...

All was quiet today until the warehouse intercom crackled to life:

> *"**Listen up, people**! We've got an order for our new friend, Stephanie…*

...but no one could hear the rest of the announcement over the thunderous roar of applause.

Sparkling Water bottles were popped.

Tears of joy were shed.

"Don't Stop Believing" rang from every speaker.

Even our lead packer Zach smiled—***and Zach never smiles***.

Simply put: your order caused an incredible frenzy of happiness and everyone is thrilled you're now a customer. Thank you!

Once we clean up our celebration mess, we'll be working to get your order packaged, shipped and on it's way to you ASAP.

Please take a moment to review your order details below, and please **reply to this email** if there are any issues with the information below!

Thank You

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Gobbledy Newsletter
gobbledy.substack.com

A Few Housekeeping Items

- Submit your session feedback in the mobile app by selecting this session and then click on **feedback** at the bottom. **Rate the session and click post your feedback**!
- All session recordings will be available at the end of September on iterable.com/activate
- Continue the conversation on social using **#Activate22**
- PSSST: some sessions will have QR codes to scan and earn points towards the raffle. **Keep your eyes peeled!**