



# Communicating with the Black Dog Working To Be Relevant To Your Audience

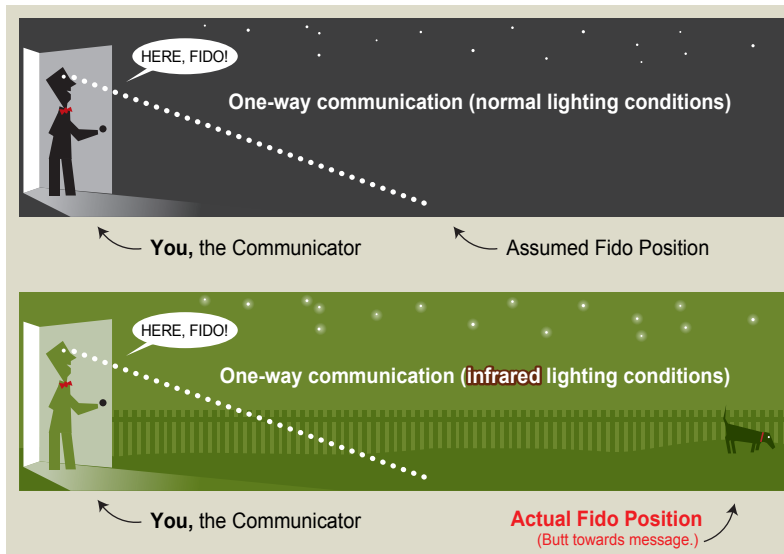
**B**LACK DOG COMMUNICATION is the process of recognizing that most communication in our field is one-way communication: Your message travels outbound ... with no response and no proof that what you had to say has been absorbed by your target audience, or for that matter, even noticed.

Black Dog Communication is a mindset: Understanding and accepting the fact that the audience with whom you are communicating will remain unseen and unheard in their own world, aloof and uncaring. Until and unless they choose to respond to your message, you will never know if indeed what you had to say was truly absorbed.

Recognizing that your audience is never very interested in your message, at least initially, is an important fact marketers must face. Only through the acceptance of this situation will you be able to develop the right approach to communicating your specific message: An approach which must involve relevance and sincerity worthy of return contact by those whom you wish to reach.

## Failure to Communicate *(Based on a true story.)*

*You look out your window. It's dark. Your dog is out there somewhere in the backyard. The dog is dark too. Jet-black, in fact. A black dog in a black night. And you want to go to bed...*



*Somehow you must entice your dog to come back inside. You can't see your target audience, but you know it's out there. And you won't be able to gauge the effectiveness of your communication unless or until the dog appears at the back door. Only then will you know that the dog biscuit in your hand has communicated the desired message. Marketing communication is black dog communication. Because communicating with an unseen audience is one-way communication.\**

*\*Newton's Third Law: Every action has an equal and opposite reaction.  
Bidlack's Third Law: For every marketing action there is a positive reaction, but only if the initial action was correctly aimed, properly timed, and of interest to the target audience.*



Communicating with the Black Dog is a methodology of Bidlack Creative Group

*You can't see a black dog on a black night. But if it's your dog in the yard, you know he's out there. If you want him to come in, you call him or offer him a dog treat. But you don't know your message worked until the dog appears. Marketing communication is very much like communicating with the black dog. It's one-way with an unseen audience. Communicating with the black dog is also recognizing your audience is never initially interested in your message. That is, until you reach them with a sincere, relevant approach worthy of return contact. Like a treat.*