

THE HISTORY OF ADVERTISING

and the push to pull people in

It started with **pushing** out impersonal content to large audiences through traditional mass media. But as new ad tech developed, so did efficiency and the demands of the market. Now, brands are expected to find the individuals who are most interested in their message and create personalized ads to **pull** them in.

We find it helpful to look at how that paradigm shift occurred and how it's shaped today's marketplace.



In the early 20th century, push advertising emerged in print form. Then, with the invention of the radio and television, advertisers had access to even more people—and could reach them right in their homes.

With such a wide audience, the messaging had to appeal to everyone. The goal wasn't to create relationships but to generate buzz and instant demand.

1910s

Print advertising gained momentum

1920s

Print advertising shifted to visuals and photography with less copy

1922

Companies first began selling radio broadcasting advertising space



1941

The first television ad aired



Aaron Montgomery Ward
Inventor of mail order processes and direct marketing

1872

Ahead of its time, direct marketing was invented by Aaron Montgomery Ward with the first mailed one-page catalog

1978

The first email marketing blast was sent

PULL

While push advertising got lots of eyes and ears, it was impersonal and inefficient, so some brands began to focus on reaching the individuals they thought would be most likely to respond. To do that, they sent marketing directly through the mail and eventually email.

While this did a better job of getting in front of the right customers, the messaging still catered to large groups of people and was not personalized to individuals.

With the mass adoption of personal computers and the internet, marketers started to identify their website visitors using cookies, which in turn let them serve retargeted ads. This allowed them to reach people on an individual level, but with impersonal, segment-based messaging.

Mid-1990s

The first monetization of search marketing began

2000

Pay-per-click had become a paid search standard

2010

Remarketing launched



Early 2000s
Creation of the set-top box and streaming services

2011

Technology is built to exclude your existing customers from online acquisition campaigns

Today

The top marketers identify the best consumers to reach, and know enough about them to send highly personalized messages.

PULL

With this new ability to identify people online, marketers soon learned who their customers were and what actions they took across their devices. They could now craft personalized messages to pull in individuals based on their specific needs and interests.

Not only was this more efficient for marketers because it didn't waste money, but people responded to it positively and began to expect it.

It's not that people don't like advertising anymore. They're just done with irrelevant ads. Today, there's no more grabbing attention. You have to earn it. With personalized ads, you have a better chance of creating meaningful interactions with people that pull them into your brand story.

Those who don't focus on personalized, buyer-first messages will be left in the past.

Learn how to not fall behind.