



If your marketing strategy were a bird, what would it be?

For many brands today, the honest answer is a flamingo.

Why? Not because flamingos aren't effective – they are.

Flamingos are built for their environment. They spend hours each day wading through water and mud, sifting through huge volumes to find what they need to survive.

And they do it standing on one leg.

It's an efficient way to live. But it also means everything depends on that single point of balance.

That's a fair way to describe a digital-only marketing approach.

Digital channels are very good at handling volume.

They allow brands to reach large audiences, test ideas quickly, and squeeze value from lots of small interactions. The same platforms, formats, and tools are available to everyone.

That's changed marketing for the better – **but it has also flattened it.**

When everything lives in the same feeds and on the same screens, brands start to look more alike than they realise.

Like a flock of flamingos, it becomes hard to tell one from another. Size, history, and investment matter less than they should.

Standing out becomes difficult, no matter how much effort goes into refining campaigns.

For smaller businesses, that can be a real advantage.

For larger brands, **it's a real headache!**

In busy digital spaces, progress often comes from working harder at the margins. More activity. More testing. More time spent sifting through performance data to find small gains. It works, but it's crowded, competitive, and increasingly noisy. And when everything rests on one main approach, there's very little room for error.





Now think about a heron.

A heron doesn't feed by endlessly sifting. It stands still, firmly balanced on two legs, watching carefully before striking. It makes fewer moves, but goes after much larger prey.

That difference matters.

An integrated approach gives a brand a second leg to stand on.

Digital continues to do what it does best – driving response and capturing demand.

Offline activity adds something different. It creates presence. It builds memory. It gives people a reason to notice and remember a brand before they're ready to act.

The point isn't that one replaces the other. They work best together.

Flamingos survive in flocks. Herons hunt alone.

A heron doesn't rely on the crowd. Its presence is clear and unmistakable. It isn't competing for attention in the same way — it stands apart from it.

That's still the role of brand-building for large organisations. While performance activity competes for attention inside busy systems, brand activity creates moments that sit outside them. It helps a brand feel established, familiar, and distinctive long before the point of choice.

An integrated approach doesn't abandon digital efficiency. It gives it stability.

By combining online and offline activity, brands can move away from constant filtering and be more deliberate about where and how they show up.

Digital drives action. Offline creates difference and meaning.

Together, they reduce sameness and give brands more room to stand out.

As markets mature and channels become more crowded, doing more of the same slightly better is no longer enough.

The advantage comes from changing how – and where – you compete.

Digital-only strategies teach brands how to balance on one leg and sift harder.

Integrated strategies give brands two legs, and the confidence to aim higher.

So, ask yourself this: is a flamingo-style digital-only strategy delivering enough – or is it time to stand on two legs and hunt differently?

Because in the end, it's not just about being seen. ***It's about being chosen!***

Helping brands build the kind of difference that earns that choice is what we do. [Let's talk.](#)

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Oil The Wheels — A Streetwise Approach to Industrial & B2B Marketing

We're a seasoned marketing duo with big agency experience — without the big agency costs. Oil The Wheels works with industrial and B2B brands when sales need a lift, marketing needs to deliver more, or something just feels off.

We bring an experienced outside perspective, work collaboratively with in-house teams to identify what's getting in the way, then turn that into creative, integrated marketing that better supports sales.

Because it's not just about being seen.

It's making sure your brand gets chosen!