

# 4 Passover Lessons for Marketing and Communications

Passover is almost over for those of us who celebrate it. The eight-day-long Jewish holiday celebrates liberation from slavery in Egypt. For most people, the main observance of the holiday is abstaining from eating bread and other leavened products (because the Israelites fleeing Egypt did not have enough time to allow their bread to rise), and substituting matza instead.

Can Passover inform any marketing communications decisions? I think it can. Here are four Passover lessons for you marcomm efforts:

## **One: Freedom rules!**

Passover is a festival that celebrates the liberation of the Israelites from Egyptian slavery. In marketing and communications, we also celebrate freedom. We don't want to be tied to one platform, one way of thinking, solutions that no longer work. Celebrate and use your freedom!

## **Two: Change is good**

During passover, we eat matza for eight days, and don't eat bread, pasta, etc. It is a change for most people, a pause, a reset. It challenges your routine, forces your creativity. When you do things differently for a short time, you may discover what works and what doesn't.

## **Three: Dress it up a bit**

In my opinion, matza is infinitely better when spread with

cream cheese or jelly (or both). Plain is just OK. In other words, some bells and whistles help. For example, having a well designed, attractive website can give your business an edge over a dull, plain website.

#### **Four: Friends and family are key**

Passover is a holiday that is better when celebrated with friends and family. In marketing and communications, your “friends and family” are your customers and your promoters. In social media they are your followers and “likers.” Your friends and family are the cornerstone of your outreach efforts.

Do you see any other lessons in Passover?