



Forget Everything You Know About Marketing

Presented to the IEI

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I have made these presentations available in the hopes that the ideas will be helpful to others.

I only ask that you respect my work by providing attribution as appropriate and not re-posting them.

Thank you and enjoy.
Bill Nussey

Agenda

- Introduction
- Four big changes in marketing
- Thriving in the changes
- Wrap up and questions

Marketing 20 Years Ago





YouTube

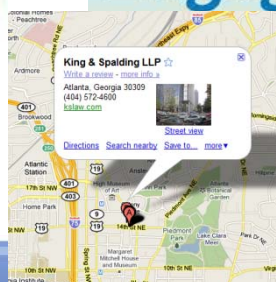


twitter



App Store

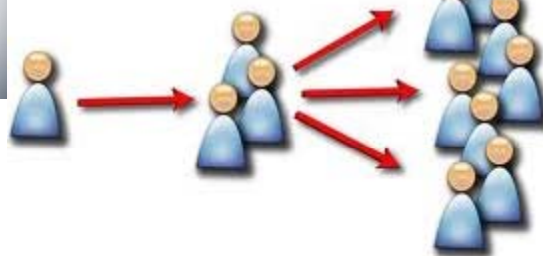
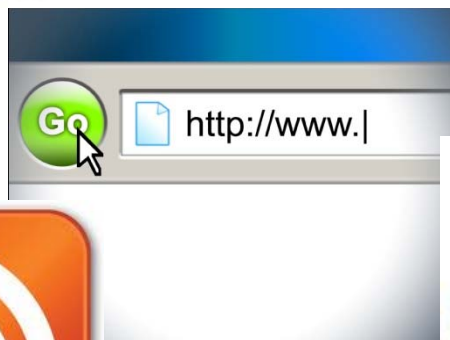
CRM



MEDIA MARKETING

Freemiums

BLOG



SEO

Silverpop

Marketing Today



Marketing Today (Reality)...

Most marketers still start with a press release...



Four Big Changes in Marketing



Branding is dead, long live Branding

Your brand has never
mattered more and it
has never been more
out of your control

The Evolution of Branding

**Before: Your Brand
Is Built Here**



**Now: They
Build Your
Brand**

Branding is dead, long live Branding

- Companies live in a world of **total transparency**
- It's never been easier for buyers to talk to **each other**
- At best, you can start the conversation about your brand but buyers will **always finish it**

Branding in the New World

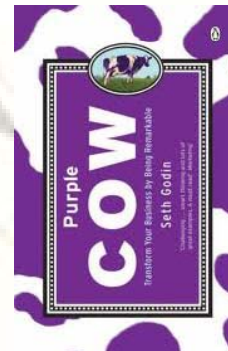
- Participate in the conversation

Think “**DIALOG**” not “**PUBLISH**”

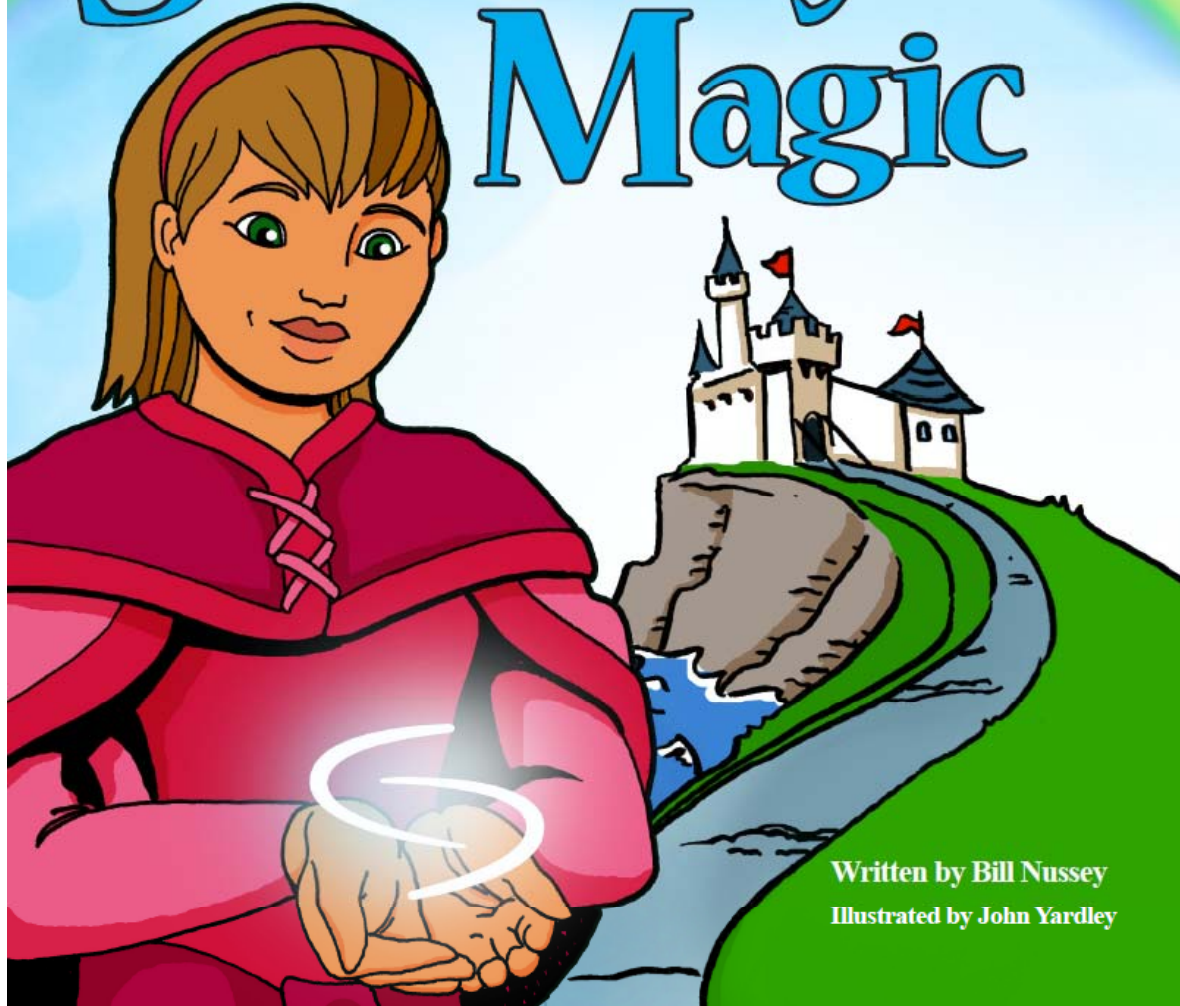
- Dare to be different

Communicate with a *Personality*

Be Remarkable



Sincerity's Magic



Written by Bill Nussey

Illustrated by John Yardley



Everything is Marketing

Marketing – **mahr**-ki-ting – the process or technique of promoting, selling, and distributing a product or service

Sales is marketing +
Support is marketing +
Billing is marketing +
Product is marketing +
Service is marketing +
Pricing is marketing +
Contracts are marketing +

Everything is marketing

Everything is Marketing

- Since your brand is now built by customers...
and all your customers are talking all the time...
everything single thing you do drives your brand





Relationship is the new Acquisition

- It costs 5X as much to get a new customer than to keep one
- Yet I've never seen a single marketing team whose budget reflects this

The Noise is Getting Louder...

- Acquisition = Interruption
- Customers are looking for places to get away from the interruptions
- Social networks were supposed to kill email because they were less cluttered...
but have you looked at your Twitter or Facebook feed recently?



Customers cannot find any place that is safe from interruption so they are learning to tune everything out...

... except for their friends

... and the companies that actually build valuable relationships with them



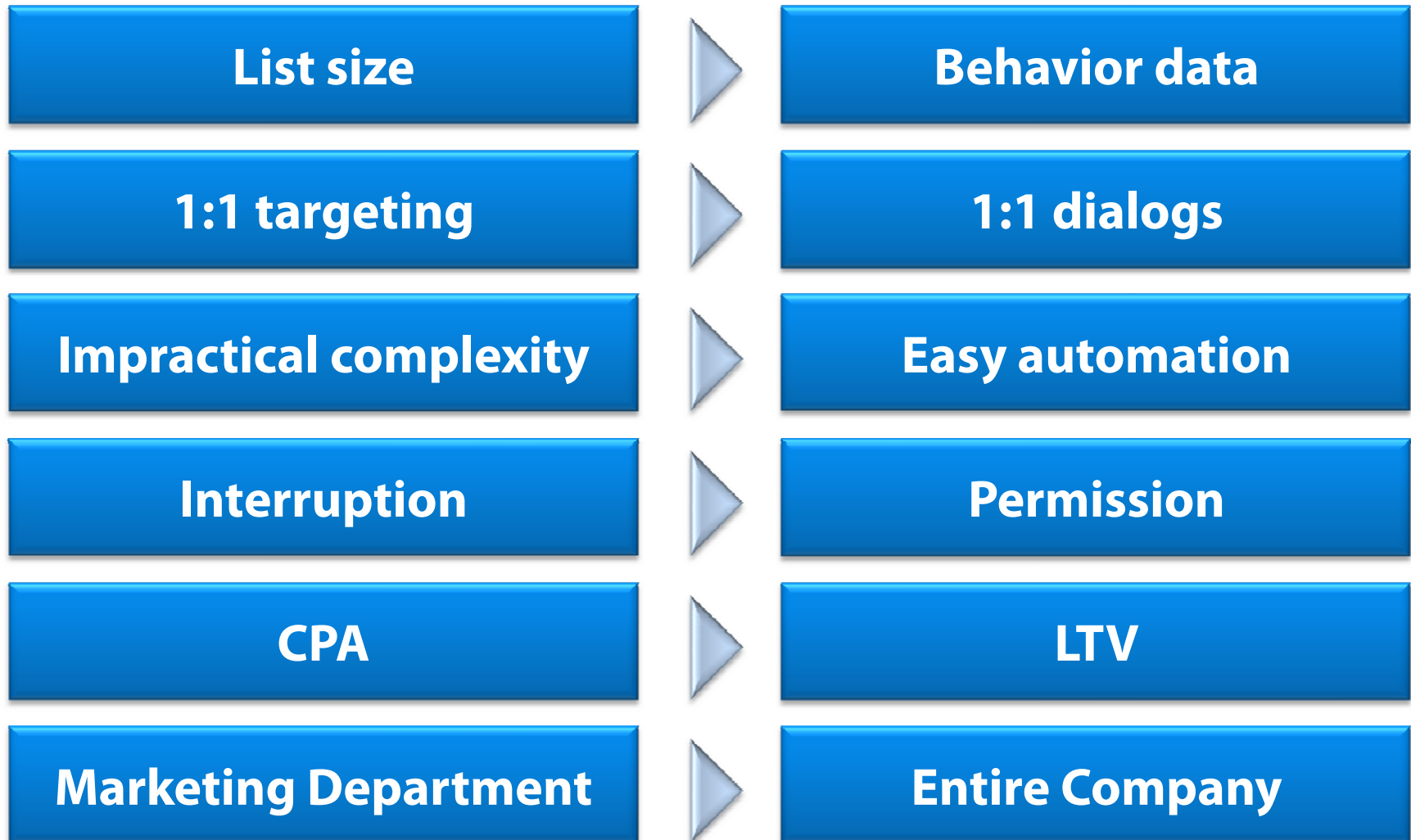
The Future of Marketing is Engagement

- Buyers will retreat to companies that can communicate with them *when* they want about *what* they want
- To get above the noise, marketers must be relevant and they must engage with their customers

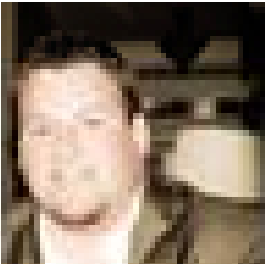




What is Engagement Marketing?



Engagement War Story



Who is this guy?



Day 2 of trying to get [@silverpop](#) to provide a simple PDF report. Pod 3 is sick apparently. Grrrrr.

4 days ago via web · [Reply](#) · [View Tweet](#)



The [@silverpop](#) tweet heard round the world! Just got three calls all the way to the VP of Ops. Appreciate the quick response guys!

4 days ago via web · [Reply](#) · [View Tweet](#)

Lessons
Learned

1. Everyone needs to realize they are in marketing
2. This exchange was genuine and said more about our culture than any ad
3. This stuff is hard, messy and very imperfect

Tips for Modern Marketing

“How can my
small team
possibly get on
top of all these
things?”



Go Native



- Go and live online
 - Post on Facebook, a lot
 - Tweet on Twitter
 - Put videos on YouTube
 - Check-in with Foursquare
 - Post a product review
 - Start a personal blog
 - Post comments on other blogs
 - Move to cloud with DropBox
 - Get an iPad (and expense it)
 - Hang out at LinkedIn Answers

Test, measure, test, measure

- **Bad news:** I don't have a clue how to build your marketing mix
- **Worse news:** whatever mix you find that works won't work as well in a year
- **Good news:** you can measure everything so you shouldn't be guessing for long and you'll see the changes as they're happening



Join the Automation Revolution



Deputize Your Whole Company

- Everyone needs to be in marketing
- Send in a “secret shopper” and report back on how your company really looks
- Get your colleagues to Go Native
- Survey customer sat on things like billing, support, services



Build a Marketing CRM Database

- Whether you have 10 customers or 10,000,000
 - Know what your customers are doing so that every contact with them is relevant and engaging
- Use your SFA, email marketing or even doesn't have to be fancy
- Go beyond contact information
 - Purchases, features used, frequency of use, calculate life cycle, etc.



Wrap Up

Forget Everything You Know...

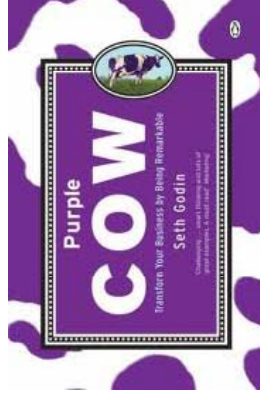
- Marketing has seen an explosion in the number of channels – customers are everywhere
- Customers are talking about you whether or not your listening
- We live in a world of complete transparency – ignore this at your peril

The New World is Better Than You Think

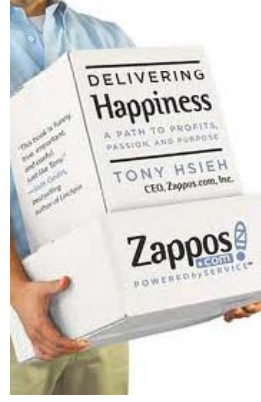
- The new marketing is a lot less about \$\$\$ and a lot more about creativity, brand and genuine dialogs
- All this change represents the *biggest opportunity* in decades
- No one is good at it so you might as well be in there early and skin your knees before your competition does

Thank You!

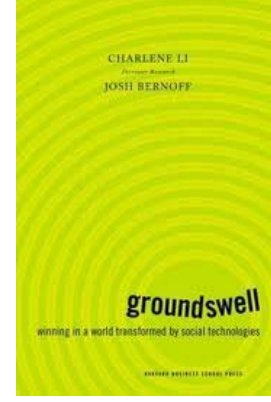
Some of my favorite books



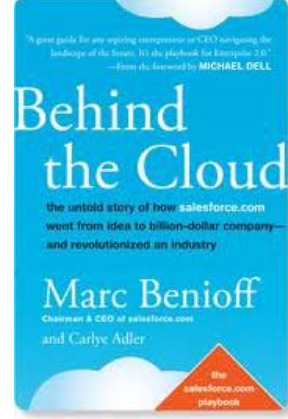
Purple Cow
By Seth Godin



Delivering Happiness
By Tony Hsieh



Groundswell
By Charlene Li



Behind the Cloud
By Marc Benioff