

# marketing

## DeMYSTiFieD<sup>®</sup>

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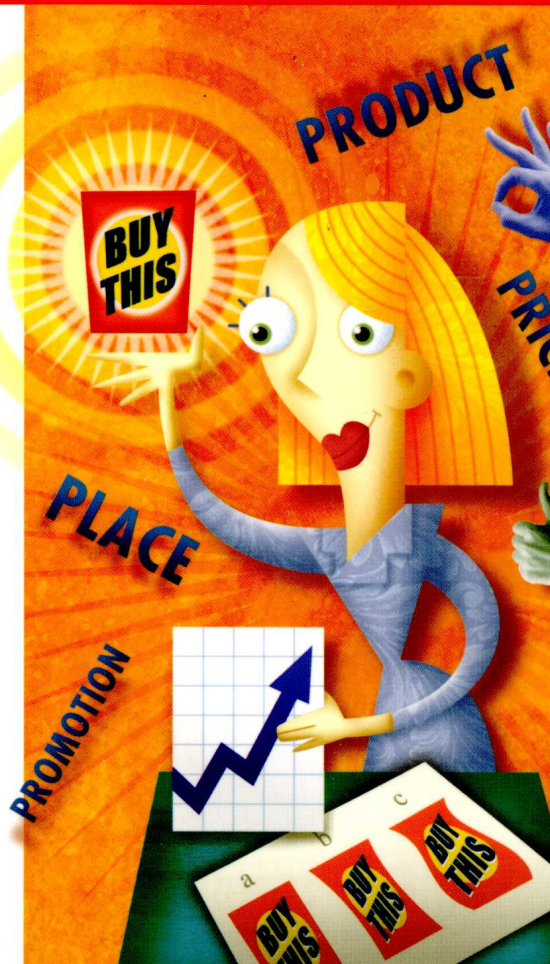
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**Donna Anselmo**





# Marketing DeMystified

## A Self-Teaching Guide

Donna Anselmo



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All good thoughts!

# INTRODUCTION:

## The New Marketing Paradigm

If you are living, breathing, and conscious at all, you already know that life can change in an instant. So can business. Half the world woke up in the fall of 2008 to acknowledge a serious unraveling of the U.S. national economy. It wasn't long before the entire world took note. Yes, change can seemingly happen overnight, and we need to be prepared.

Likewise, the speed at which business communication evolves makes it necessary to write this book in a different way than I would have written it even a year ago. *Marketing DeMystified* brings several *powerful new marketing realities* into sharp focus. It guides you in considering what aspects of your marketing strategy must adapt to changes in our quickly transforming *marketsphere*. And, it shows you how to do that—through information, strategies, tips, and tools. This book is not intended to be an academic treatise. While it provides insight on marketing philosophy and principles, it serves as a practical, process-oriented guide for the hands-on marketer. It is designed to be fast and factual, supported by real-life marketing experiences. It acknowledges, in detail, the very best of the traditional marketing disciplines. It also will help you adjust your thinking to fit demands of shifting markets, new communication platforms, and the enduring power of perception.

Without a doubt, the Internet is today's dominant marketing force and the most highly capable, cost-effective, timesaving marketing medium available. But make no mistake: this is *not* just a handbook for Internet marketing. It is a journey inside a world shaped by marketing concepts and strategies.

Written with small business owners, entrepreneurs, and marketing students in mind, this book will help you gain the insight, focus, and tools you need to be successful in marketing endeavors. Marketing success unfolds with understanding of the environments in which we operate; the desires, perceptions, and basic needs of those we serve; and the courage to step out of our own comfort zones to confront and overcome inevitable challenges.



## The Power of Transformational Thinking

In a large way, this book is about transformation: how you can shift your thinking, your strategies, your marketing efforts, and your business operations for greater success. To do that, you'll need to become highly aware of your own personal assumptions, beliefs, and thoughts about the marketing process and how your products and services bring value to consumers. You'll also need to become intimately aware of the needs, assumptions, and perceptions of those consumers.

## The Marketing Challenge

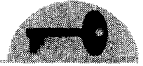
Let's begin with one obvious note: we no longer dwell in the same small business world in which we grew up. Unlike our prototypical business forebears, we operate in a global business environment, driven more strongly by the Internet every day. Regardless of which service or commodity you sell, be assured that it is very likely to be available for purchase, for less money, elsewhere online. Many domestic buyers choose products based on price and send payment not only to a different town or city but also into the banks of offshore operators, distinctly apart from our domestic economy. That leaves less money in community pocketbooks to shop in your store or office. Therein lies your marketing challenge: *Position. Differentiate. Market. Promote. Or, go home.*

## Shifting the Odds

That's the end of the tough news. From here forward, you will gain the confidence you need to succeed against the odds by learning everything necessary to maximize your marketing effort. So, fold up your old road map of preconceptions, and get ready to draw a new route with a thick, colorful marker that reflects your newfound marketing wisdom. Along the way you may find yourself guided by lessons learned through the eyes, ears, and finger clicks of a teenager, college student, or computer geek—consider them your tutors.

Without any conscious agenda, the playful, innovative communication behavior of a younger generation of Internet adopters has influenced the business landscape. Harnessing the mega-power of Internet connectivity, young techno-geeks inspired the world's largest companies and industries to transform their own marketing operations or face the consequence of inaction. Now, businesses large and small, as well as government hopefuls and officials, nonprofit organizations, celebrities, families, and bloggers from across the world are communicating through Facebook and tweeting on Twitter. There's no longer a question about how the Internet will create business.

By honoring one of the greatest social doctrines in history—the need for people to connect and belong to society—the luminary purveyors of MySpace, Facebook, LinkedIn, Plaxo, and YouTube, to name a few, have created the fastest and most dynamic linking strategies in our universe. And those links have relevance for the marketing community.



## Connecting with Consumer Communities

Since Tom Anderson launched MySpace in 2003, social networking sites have exploded. Following the lead of cutting-edge social marketers, companies in a broad spectrum of industries have launched their own membership sites. Businesses now allow customers to create profiles; chat in forums, bulletin boards, and e-mails; upload images and photos; and share ideas, product ratings, and even less pertinent information on company blogs and shopping sites. Don't be fooled; it's not just for fun. Membership sites enable businesses to collect critical data about customers and their buying behavior, while affording visitors the opportunity to connect with one another. Simultaneously, the business builds brand and cultivates customer loyalty. It happens in offices, living rooms, and Internet cafés across the globe. No holds barred, 24/7.

Interactive media should no longer be an afterthought—its impact is exponential. According to an article in *Radio Ink* magazine, interactive media has become to the industry as a whole what programming and sales departments have traditionally been to a radio station. In essence, interactive media can be the product, positioning, messaging, and sales platform all rolled into one.

So, while this book presents best practices of traditional positioning, branding, and marketing, the discussion inside also prompts readers toward a new, more relevant marketing vanguard. It is propelled by the power of interactive media and lessons from what has become the *Brave New World* that Aldous Huxley once predicted.

## Set Your Marketing Intention

Let's face it—marketing is about dreams. And dreamers—from devotees of *The Secret* to would-be entrepreneurs, and masters of business and spirituality—have one thing in common: the need to be clear on their intention before they can reach their goals.

So, what is your intention? What impact do you need? Are you seeking to gain insight to the principles of marketing? Learn how to capture market demographics, competitor information, and media attention? Build a brand image? Or embark on Internet marketing? Whatever your goal, take a moment now to set your intention for marketing success. Decide what you are looking for, prepare your mind for the journey, and read with purpose.

## Understanding the Consumer's Perceptual Map

With the emergence of new digital imaging equipment, scientists now can peek inside an active brain and see the stuff of thoughts. Today's neurophysicists and quantum physicists are defining thoughts not as amorphous inspiration but as chemical processes that have





carved specific neural pathways in our brain. The more often we think a particular thought, the faster that series of microimpulses jumps the nerve synapse and creates the impetus for what we perceive as beliefs, sensations, emotions, and their resultant behaviors.

For more than a century, classical and operational theorists have documented the power of repetition and learning to reinforce and strengthen behavior. In the 1890s and early 1900s, Russian physiologist Ivan Pavlov noticed that dogs salivated even before they had food in their mouths. Pavlov's study, of what he termed "psychic secretion," led to experiments in which he altered external stimuli, then observed the dogs' reactions, and eventually defined what he called "conditioned responses." The classic story told in Psychology 101 classes is that Pavlov's dogs learned to salivate whenever Pavlov rang a bell, even before food was presented. Pavlov demonstrated that behavior could be influenced by seemingly unrelated stimuli. The science of classical conditioning was born.

In the 1950s, Harvard University's Burrhus Frederic Skinner made famous the theory of operant conditioning while studying rats in what now is called a "Skinner Box." The point is that Skinner's theory held that every organism operates within the framework of its environment. When it encounters a stimulus with the power to strengthen a behavior (positive reinforcement), or weaken a behavior (negative reinforcement), learning occurs and behavior adapts. Such is also the stuff of marketing.

## **Influencing Beliefs, Perceptions and Behavior**

In recent years, experts recognized that language could be scientifically engineered to impact behavior, too. Every communication is a two-way operation. There is a sender and a receiver. What receivers hear and process, and how they respond, depends on the power of their perceptions, sensory filters, and their own neural systems for processing language. For example, researchers found that when visual learners are cued visually, they learn better. Some people are more stimulated by auditory cues than visual ones; others learn more from physical sensation and performing a task.

The rule holds that when people are stimulated in the way that best matches their neural wiring, learning happens faster and the "subjects" learn more. So, when communicators can figure out (based on responses, behaviors, and language cues) how a receiver is most likely to process information, they can adjust communication accordingly.

It didn't take long for marketers and sales gurus to take hold of that knowledge and transform what they learned into competitive advantage. Either communicate in the preferred modality of your prospective customer or pepper your communication with all learning modalities so that you don't miss customers who, if tuned in, would pay attention.

After you tackle "Principles of Integrated Marketing" (Chapter 1), Chapter 2 will provide exercises to help you uncover the beliefs and learning strategies of prospective customers.



By the time you have finished Chapter 3, you'll have the structure for a marketing plan, and in Chapter 4, you will learn how to formulate a plan based on the information you gain about customer beliefs, perceptions, and behavior through marketing research. As you read on, you'll address the Seven Ps of Marketing; learn helpful tips for Web communication and online advertising, and how to embark on an integrated marketing campaign. Before you've finished, you'll consider how to connect with, nurture, and retain the customers your marketing efforts attract. And before you're done, you'll consider ethics, social responsibility, expectations, budgeting, and marketing management.

This book forges several important keys to marketing success. Use it, along with the exercises, project worksheets, and evaluation tools that are supplied, and you will leapfrog your way to ongoing marketing success.

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