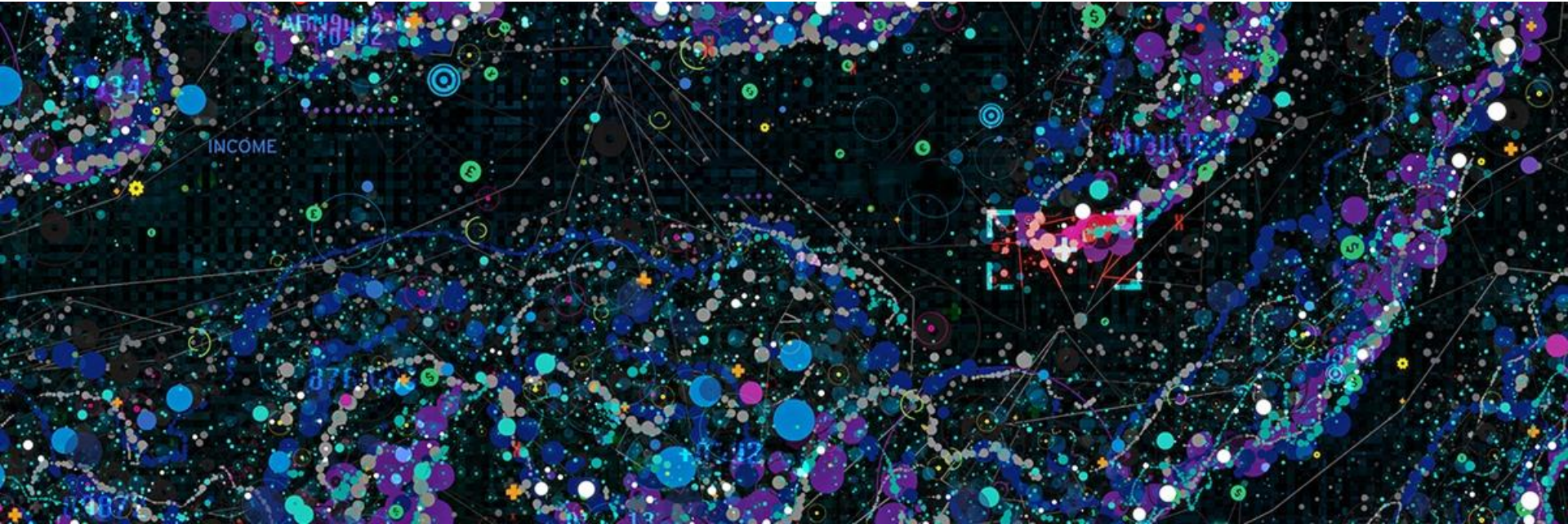


Marketing WISDOM anthology

V. 1.1, Feb 2017



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**MARKETING
QUOTES AND
BUSINESS BOOK
PASSAGES TO
REFLECT ON**

1

Education business



No matter what your product is, you are ultimately in the education business. Your customers need to be constantly educated about the many advantages of doing business with you, trained to use your products more effectively, and taught how to make never-ending improvement in their lives.

Robert G Allen
Investor





2

Back to the basics



I have learned, based on my experience, that everything is dominated by market. So whenever I am struck with obstacles or difficulties, I say to myself "listen to the market, listen to the voice of the customer", that's the fundamental essence of marketing.

Yoshio Ishizaka
Executive VP, Toyota motor corporation



3

Are you looking forward?



Shifts don't simply happen by accident; they are created with intention when technology and innovation collide with and change our cultural expectations and desires. We design the future by interpreting how today's story might unfold tomorrow.

Are you looking forward?


Bernadette Jiwa
brand strategy consultant and
author in Meaningful



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4

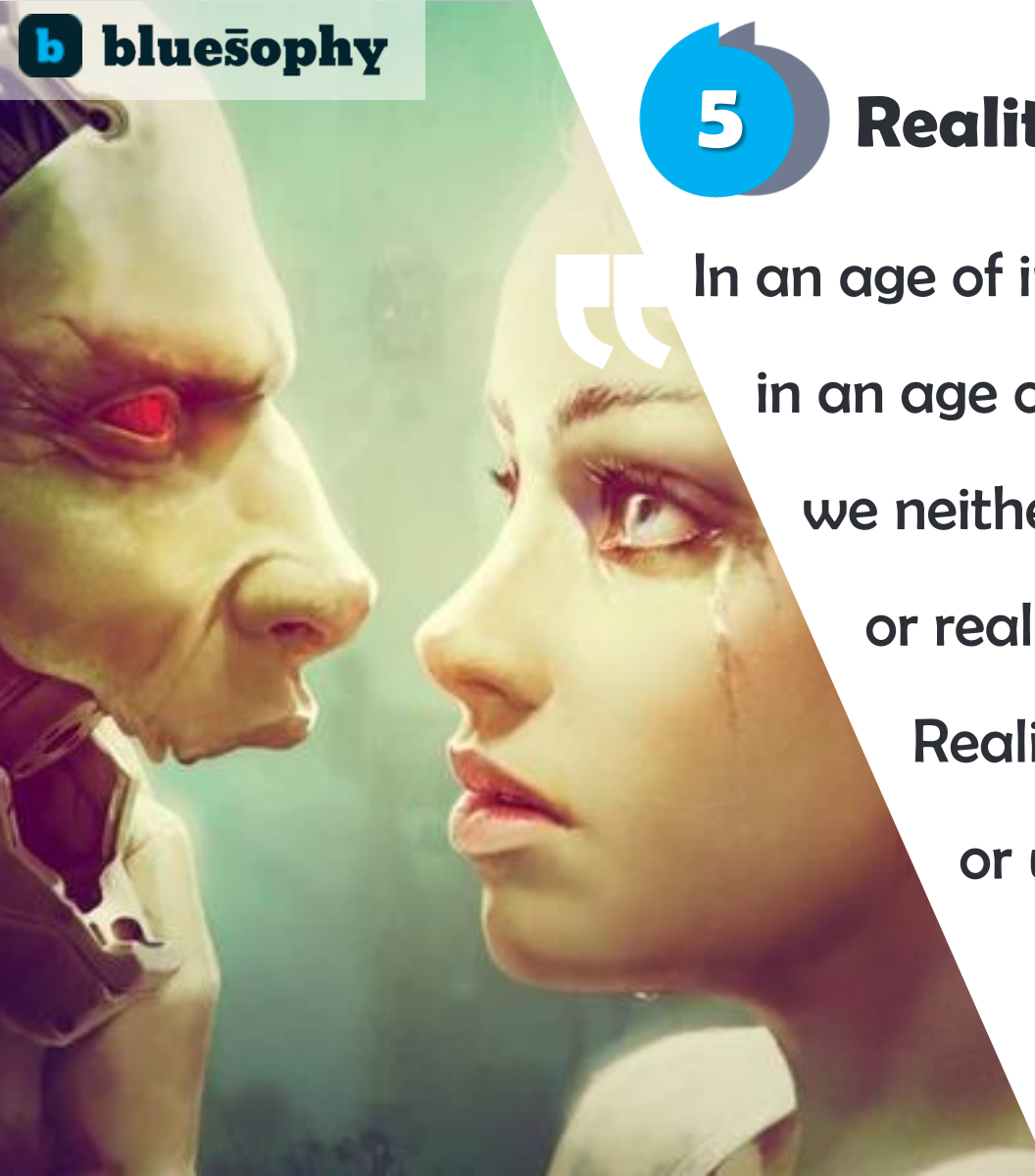
Frivolous features

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Apple's competitors always want to talk about pixels and price points. Apple responds with a story that shifts the conversation to a higher emotional place, and makes those competitive arguments seem small and unimportant.

Tim Halloran
marketing consultant





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Reality is boring



In an age of images and entertainment,
in an age of instant emotional gratification,
we neither seek nor want honesty
or reality. Reality is complicated.

Reality is boring. We are incapable
or unwilling to handle its confusion.

Chris Hedges
American journalist





6 Is that your product you are selling

This isn't a new idea. There are many brands whose marketing activities or positioning has them selling something other than (and usually larger than) their product: Harley Davidson sells motorcycle riding, but it especially sells freedom and independence. Most luxury brands sell something that comes down to “being better than you are” (richer, better looking, more attractive to those you find desirable, etc.).

Stewart butter field
founder of Slack





7

Meaningful innovation



If marketing is about making people aware of the value you create, to do that, you have to unlock the value in your story. If innovation is about creating value, to do that well, you must unlock the value in the stories of the people you hope to serve.

Bernadette Jiwa
brand strategy consultant and author



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Whatever you call it



That was what really kicked me into overdrive, into doing what everyone nowadays talks about as growth, growth hacking or growth marketing. In my mind it's just internet marketing using whatever channel you can to get whatever output you want, and that's how I paid for college and that's how I went from being a physicist to a Marketer - transitioning to the darkside of the force.

Sam Altman
American entrepreneur



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Do we need better marketing ?



We don't need better marketing.
We need better products, made by trustworthy companies, led by brave leaders, who can look us in the eye and say, hand on heart, 'This really will make your life better because we put you first.'



Bernadette Jiwa
brand strategy consultant and
author, in Meaningful





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An image of quality



It pays to give most products an image of quality – a First Class ticket. This is particularly true of products whose brand-name is visible to your friends, like beer, cigarettes and automobiles: products you ‘wear.’ If your advertising looks cheap or shoddy, it will rub off on your product. Who wants to be seen using shoddy products?

David Ogilvy
father of Advertising, in Ogilvy on Advertising



11

Study those before you



You should know what marketing strategies have worked in your industry, as well as the history of companies in your space. It's especially important to understand how similar companies acquired customers over time, and how unsuccessful companies wasted their marketing dollars.

Justin Mares and Gabriel Weinberg,
respectively entrepreneur and
duckduckgo founder, in Traction



Segmentation certainty

“ ... but if you try to delight everyone, all the time, you'll just make yourself crazy. Or become boring.

Seth Godin
Genius marketer





13

Tribe



We either ignore your brand or we judge it, usually with too little information. And when we judge it, we judge it based on the actions of the loudest, meanest, most selfish member of your tribe.

Seth Godin
Genius marketer



14

Selfish desires

When a company declares that its cause is to become a global leader or to become a household name or to make the best products, those are selfish desires with no intended value to anyone beyond the company itself.

Simon Senek
British author and speaker, in Leaders Eat Last



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Virality at its core



Look, virality at its core is asking someone spend their social capital recommending or linking or posting about you for free. You're saying: Post about me on Facebook. Tell your friends to watch my video. Invite your business contacts to use this service. The best way to get people to do this enormous favor for you? Make it seem like it isn't a favor. Make it the kind of thing that is worth spreading and, of course, conducive to spreading.

Ryan Holliday
American media startegist, in Growth Hacker
Marketing



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Why stories matter



Stories are told and retold because they contain wisdom. Stories are effective teaching tools. They show how context can mislead people to make the wrong decisions. Stories illustrate causal relationships that people hadn't recognized before and highlight unexpected, resourceful ways in which people have solved problems.

Chip Heath and Dan Heath,
respectively author and author, in *Made to Stick*



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Brand memorizing



In short, the result revealed that we have no memory of brands that don't play an integral part in the storyline of a program.



Martin Lindstrom
author, branding expert and consultant in neuro-marketing, in Buyology



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You don't build a brand anymore



It's a different approach. Today, as a marketer, our task isn't necessarily to "build a brand" or even to maintain a pre-existing one. We're better off building an army of immensely loyal and passionate users. Which is easier to track, define, and grow? Which of these is real and which is simply an idea? And when you get that right—a brand will come naturally.

Ryan Holliday
American media startegist, in Growth Hacker
Marketing



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Sweet spot positioning



Around the world, then, companies are looking for the New Luxury "sweet spot" that enables them to move off the traditional demand curve and achieve high margins and high volumes at the same time.

Michael J. Silverstein and Neil Fiske respectively American business consultant and author. and CEO of Billabong, in Trading up



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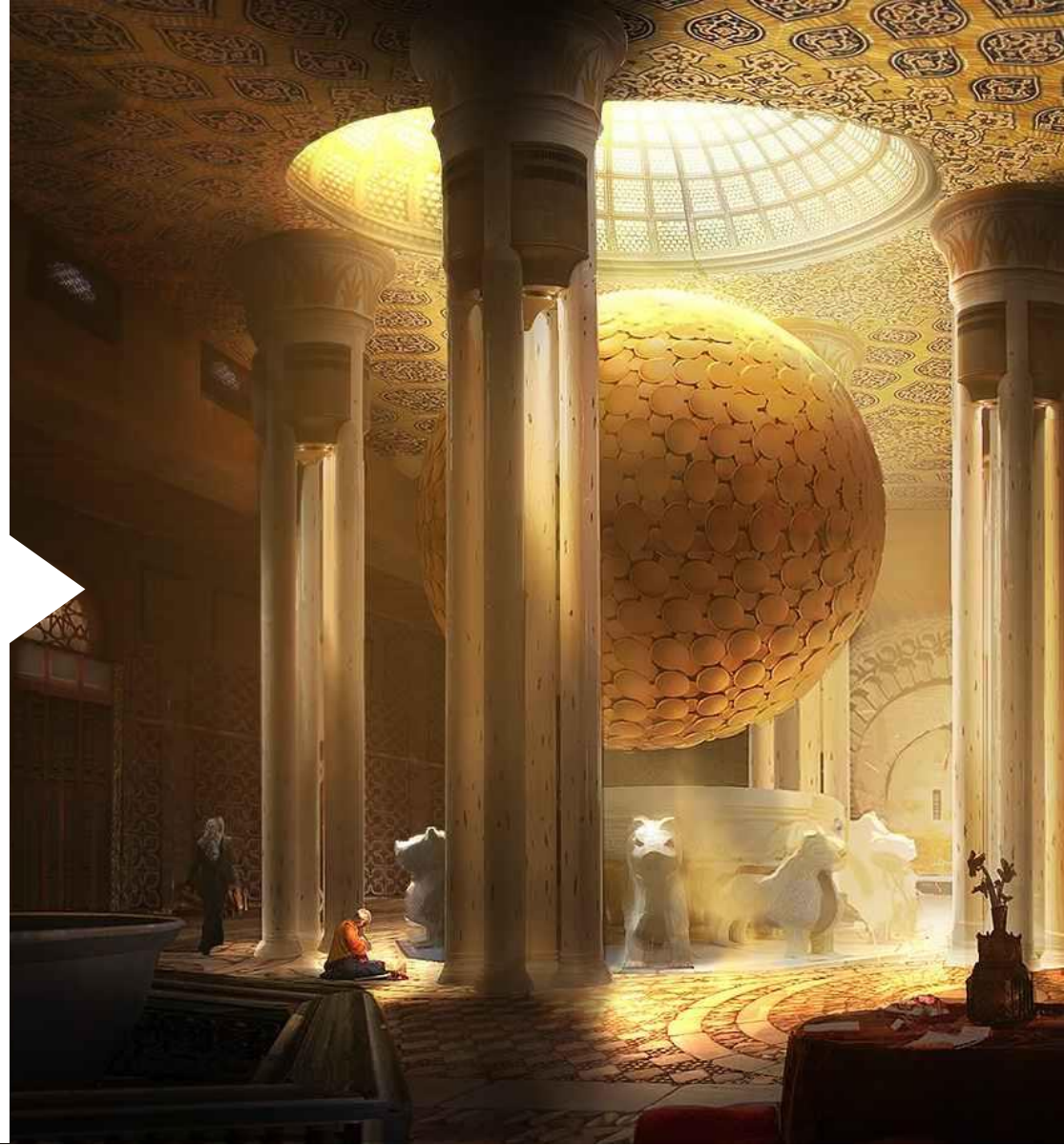
Marketing is too important...



Marketing is Too Important to be Left to the Marketing Department.



David Packard
HP co-founder



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Marketing definition



The aim of marketing is to make selling superfluous.


The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself.

Peter Drucker
father of business consulting



Create a Story

For decades, businesses have created brand awareness by following four rules—which no longer work. Old rules of brand awareness:

- 
1. Make something for everyone.
 2. Tell our story.
 3. Attract customers.
 4. Build brand awareness.

The brands that succeed today have flipped things around. New rules of brand awareness:

1. Understand the customers' story.
2. Make something they want.
3. Give them a story to tell
4. Create brand affinity.

While we are scurrying around employing this tactic and that one in order to get more people to notice us, we are overlooking the greatest opportunity we have to drive the growth and success of our businesses.

Awareness of our products and services is not what spreads our stories. Our stories spread when we are aware of our customers.

Bernadette Jiwa
brand strategy consultant and author, in *Meaningful*





Customer stories



Today, in an era when shops have become showrooms and choice is real, not simply a marketing illusion, our customers are more than just passive consumers of our products and services. They are partners, co-creators, patrons, advocates, evangelists, collaborators and community members. People no longer just want to buy things from us without thinking—they want to become invested in the businesses and brands that they choose to support, and they want those brands to be a part of the stories they tell both to and about themselves. This is a shift we can and should nurture, not to mention an opportunity we can leverage, not simply

to sell more stuff but to do meaningful work that connects deeply with our customers.

The clothing manufacturer Patagonia employs forty-five full-time technicians who complete about 30,000 repairs per year. In the spring of 2015, the company set off on a coast-to-coast road trip across the U.S. in a biodiesel truck to repair their customers' 'fired and well-loved' clothing. Patagonia cares about fixing a jacket that has traveled the world with a customer because that act aligns with their company values, and just as important, it helps to deepen the bond between customer and company.

Customer stories (ctd.)

Often the people who send garments in for repair also send their stories about how that piece of clothing has been with them through thick and thin. The customers' stories fuel Patagonia's story and have done so for over four successful decades.

The team at Patagonia believe that 'one of the most responsible things we can do as a company is to make high-quality stuff that lasts for years and can be repaired, so you don't have to buy more of it.' They innovate for and market to those customers who believe what they believe. The customer is their compass.

Bernadette Jiwa
brand strategy consultant and
author, in Meaningful

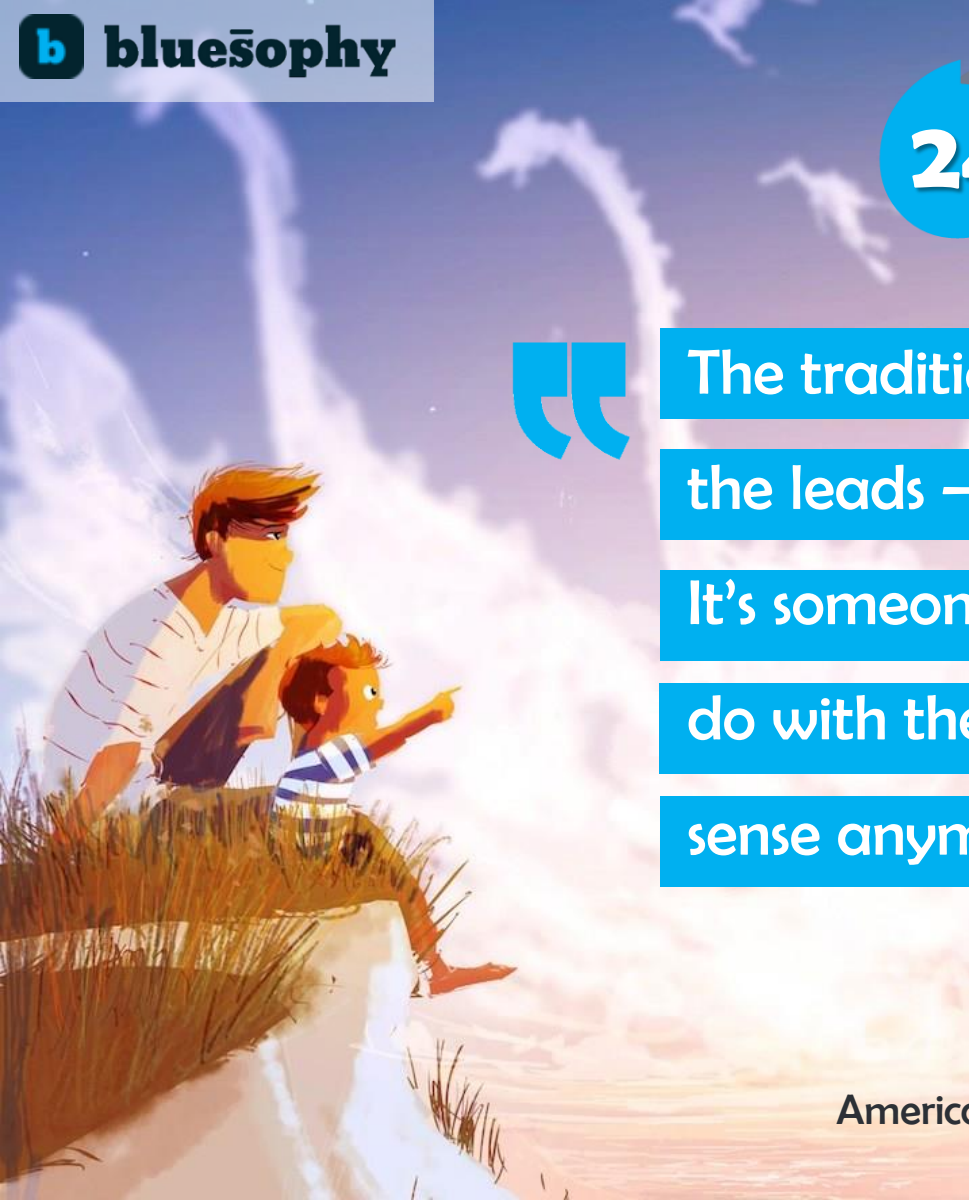


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Rethinking traditional marketing role



The traditional marketer's job (...) is to get the leads — to bring in potential customers. It's someone else's job to figure out what to do with them. But does that really make sense anymore?



Ryan Holliday
American media startegist, in Growth Hacker Marketing



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Put on a show

Not because the ExactTarget product is better than ours, because who even knows, and who even cares? Having the best product has nothing to do with who wins. What matters is who can put on a great show, who can create the biggest spectacle, who can look huge and unstoppable and invincible, and who is the best at bluster and hype.

Daniel Lyons
journalist and author, in Disrupted



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Why is the question



**It's not why we
build, not what we
build that matters**

Bernadette Jiwa
brand strategy consultant and author, in Meaningful





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Dopamine



Two chemicals—endorphins and dopamine—are the reason that we are driven to hunt, gather and achieve. They make us feel good when we find something we're looking for, build something we need or accomplish our goals. These are the chemicals of progress.

Simon Senek
British author and speaker, in Leaders Eat Last



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