



Marketing

6th Edition

by Jeanette Maw McMurtry, MBA

Marketing and consumer behavior expert,
keynote presenter, and instructor

for
dummies[®]
A Wiley Brand

Contents at a Glance

Introduction	1
Part 1: Marketing in a Thriving Consumer Culture	5
CHAPTER 1: Understanding Consumer Values and Mind-sets	7
CHAPTER 2: Triggering the Psychology of Choice for Lifetime Value	21
CHAPTER 3: Engaging Experiences and Journeys That Drive Sales and Loyalty	43
Part 2: Building a Strategy for LTV and ROI	59
CHAPTER 4: Laying a Foundation for Growth	61
CHAPTER 5: Researching Your Customers, Competitors, and Industry	77
CHAPTER 6: Creating a Winning Marketing Plan	99
CHAPTER 7: Content Marketing and Marketing Content	133
Part 3: Executing Across Channels	151
CHAPTER 8: Creative That Engages the Mind	153
CHAPTER 9: Optimizing Digital and Social Tools and Tactics	175
CHAPTER 10: Embracing the New Age of Advertising	201
Part 4: Powerful Ways to Build Sales through Email, Websites, and SEO	227
CHAPTER 11: Building Individual Value with Mass Personalization	229
CHAPTER 12: Building an Engaging and Winning Website	253
CHAPTER 13: Succeeding with Affordable SEO Strategies and Tactics	279
Part 5: Setting Your Brand Up for Sustainable Sales	297
CHAPTER 14: Leveraging Networks and Events	299
CHAPTER 15: Tuning In to the Right Sales Channel	315
CHAPTER 16: Prospecting and Selling for ROI	335
Part 6: The Part of Tens	357
CHAPTER 17: Ten Common Marketing Mistakes (And How to Avoid Them)	359
CHAPTER 18: Ten Ways to Measure Results (Beyond ROI)	363
Index	367

Table of Contents

INTRODUCTION	1
About This Book	2
Foolish Assumptions	2
Icons Used in This Book	3
Beyond the Book	3
Where to Go from Here	4
PART 1: MARKETING IN A THRIVING CONSUMER CULTURE	5
CHAPTER 1: Understanding Consumer Values and Mind-sets	7
Assessing the New Consumer Culture	8
Understanding the current marketing environment	9
Addressing a complex consumer mind-set	10
Bridging Generational Gaps	11
Creating Trust Equity in a Low-Trust Society	12
Building trust in a less-trusting world	13
Building relationships around a common purpose	15
Improving Customer Journeys for Sustainability	16
Making It Real and Keeping It Fun	19
CHAPTER 2: Triggering the Psychology of Choice for Lifetime Value	21
Connecting with Customers in Times of Fear and Uncertainty	22
Address feelings — don't avoid them	23
Show consumers how you'll protect them	24
Reward your customers	24
Be transparent and truthful to a fault	24
The Universal Influencers of Human Behavior	25
Triggers of the unconscious mind: The real driver of choice	25
Psychological triggers that drive sales	28
Understanding the Basics of Human Psychology	34
Freud's personality theory	34
Jung's personality theory	35
Tapping into Social Influencers	36
Authority	36
Social proof	37
Reciprocity	37
Scarcity	38
Appealing to Consumers' Happiness and Purpose	39
Putting It All Together	41

CHAPTER 3:	Engaging Experiences and Journeys That Drive Sales and Loyalty	43
	Moving from Reactive Customer Service to Proactive Customer Experiences	44
	Creating Experiences Around Personal Relevance.....	45
	Applying Technology for Memorable Customer Experiences.....	47
	Using artificial intelligence	47
	Succeeding without expensive apps and systems	48
	Taking Customer Experience Beyond Service.....	49
	Powering results with personalization	49
	Aligning with customers' values	50
	Providing options to round out experience.....	50
	Updating your toolbox	51
	Creating Customer Experiences Around Brand Communities.....	53
	Start a forum and invite the right people	54
	Spark meaningful conversations and creative opportunities.....	54
	Mapping Out a Touchpoint Journey from Introduction to Lifetime Value	55
	PART 2: BUILDING A STRATEGY FOR LTV AND ROI	59
CHAPTER 4:	Laying a Foundation for Growth	61
	Measuring the Growth Rate of Your Market.....	62
	Monitoring market and economic indicators	62
	Responding to a flat or shrinking market	64
	Finding Your Best Growth Strategies	65
	Develop innovative GTM strategies	65
	Grow what you have for higher profitability	67
	Building on a Market Segmentation Strategy	69
	Developing a Market Share Strategy	71
	Define your metrics.....	71
	Establish a benchmark	71
	Do the math	72
	Enhancing Your Positioning Strategy	73
	Defining your position	73
	Aligning your positioning strategy with growth initiatives	74
	Changing Your Mind-set.....	74
CHAPTER 5:	Researching Your Customers, Competitors, and Industry	77
	Conducting Research That Delivers Actionable Insights.....	78
	Monitoring social chatter to better understand your customers.....	79
	Following relevant blogs.....	81

Gathering Information about Market and Consumer Trends	81
Paying attention to information resources	82
Uncovering what really drives your customers.	82
Preparing Effective Surveys to Ensure You Get Accurate Insights . . .	83
Determining the right format for the metrics you need	84
Defining your objectives.	85
Using clear, concise wording.	86
Understanding Some of the Technical Stuff	87
Net Promoter Score	87
Level of confidence	89
Paying Wisely for Market Research.	90
Getting feedback from prospects without purchasing expensive lists	90
Using low-cost and free ways to build knowledge	91
Staying on Top of Social Trends	97
CHAPTER 6: Creating a Winning Marketing Plan	99
Getting Started on a Launch or Growth Plan	100
Defining your business.	100
Mapping out your action plans	106
Setting a budget.	108
Considering Pricing Strategies.	110
Pricing opportunities and obstacles	110
Avoiding the dangers of deep discounting	111
Mastering the Psychology of Pricing.	112
Pricing to address perceptions	113
Framing prices	114
Creating Your Controls or KPIs	115
Conducting a SWOT Analysis	115
Finding your strengths	116
Addressing your weaknesses.	117
Looking for opportunities.	117
Focusing on functional alternatives, or threats.	118
Mapping out your SWOT grid	119
Winning with Collaboration and Corporate Social Responsibility . .	121
Sharing is caring (and good for business)	121
Teaming up on CSR	122
Leveling Up in More Ways Than One	123
Monitoring and reacting to trends	124
Developing the customer experience.	125
Mapping Out Your Action Steps	126
Step 1: Complete a situational analysis/summary	127
Step 2: Establish your benchmark.	127
Step 3: Define your goals	127

Step 4: Take note of lessons learned	127
Step 5: Outline your strategy	128
Step 6: Commit to action items	129
Step 7: Build learning plans	129
Projecting Expenses and Revenues	130
Preparing for economic influences	130
Coming up with a reasonable budget	130
CHAPTER 7: Content Marketing and Marketing Content	133
Getting the Gist of Content Marketing	134
Separating content marketing from marketing content	135
Creating content that engages	135
Channeling your content	136
Leveraging influencer sites	137
Creating a Credible Content Marketing Plan	138
Performing a communications audit	138
Getting your content read	140
Producing Compelling Marketing Content	141
Essential elements of content	141
Writing tips for better results	143
Sparking interest with user-generated content	146
Giving Ad Content Greater Stopping Power	147
Be consistent	148
Be as persuasive as possible	148
Be professional	149
PART 3: EXECUTING ACROSS CHANNELS	151
CHAPTER 8: Creative That Engages the Mind	153
Assessing Your Current Creative	154
Conducting a creativity audit	154
Questioning (almost) everything	154
Defining Your Creative Strategy	156
Building your creative elements	157
Coloring your creative psychologically	157
Using brand iconology	160
Writing words that work	161
Crafting a Sustainable Brand Identity	163
Writing a Creative Brief	165
Goals	165
Offers and promises	165
Supporting statements	165
Tone or persona	166
Emotional drivers	166

	Wannabe profiles	167
	Color palette	167
	Golden triangle pattern	167
	Constraints	168
	Execution	168
	Applying Creativity to Branding and Much More	169
	Creativity and product development	169
	Simple ways to spark new ideas	170
CHAPTER 9:	Optimizing Digital and Social Tools and Tactics	175
	Getting Familiar with the Channels Customers Use Most	176
	Using Facebook for engagement that builds sales	177
	Building your Twitter presence	182
	Igniting your social media presence with Instagram	183
	Expanding your network through LinkedIn	183
	Promoting your brand with Pinterest	185
	Developing Digital Tools That Drive Brands	186
	Podcasts	187
	Webinars	189
	Online courses	192
	Videos	193
	Online review sites	195
	Giving to get more	196
	Using Automated Customization to Work Smarter and Faster	198
CHAPTER 10:	Embracing the New Age of Advertising	201
	Advertising on Social Media	202
	Harnessing the Power of Facebook, Instagram, and Messenger Ads	202
	Setting up on the YouTube stage	206
	Advertising on LinkedIn	208
	Advertising with Mobile Apps	209
	In-app advertising	209
	App advertising platforms	210
	Winning with Sponsored Content	211
	Editorializing your content page placements	212
	Using e-newsletter placements	212
	Sponsoring third-party content	212
	Exploring Digital Banner Advertising	213
	Getting attention with banner and pop-up ads	213
	Retargeting consumers with banner ads	215
	Making the Most of Print Advertising in a Digital World	217
	Community channels for print advertising	217
	Industry publications	217

Elevating Your Brand with Broadcast Advertising	220
Television advertising	220
Radio advertising	222
Tips for producing TV and radio spots	223
Investing in the Basics behind Successful Advertising	226

PART 4: POWERFUL WAYS TO BUILD SALES THROUGH EMAIL, WEBSITES, AND SEO 227

CHAPTER 11: Building Individual Value with Mass Personalization 229

Grasping the Basics of Direct Marketing	230
Understanding the Elements of Successful Direct Marketing	231
Data matters	232
CRM matters	235
CRM systems	237
Messaging matters	238
Creating Direct Campaigns for Direct Profitability	240
Encouraging customers to take action	241
Building effective email lists	244
Prepping Your Email Campaigns for Success	246
Setting up triggered emails	247
Implementing personalized emails	248
Improving Print Open Rates	248
Testing Your Direct Marketing	249
Telemarketing: To Call or Not	251

CHAPTER 12: Building an Engaging and Winning Website 253

Building Out the Elements of a Successful Website	254
Clearly defined goals and calls to action	254
Easy-to-follow navigation	255
Clean and inviting design	257
Meaningful content that adds value	257
Interaction that pulls visitors into your brand story	260
Direct relevance	261
Creating and Managing a Web Identity	262
Aligning with what customers expect to see	263
Expanding your web imprint	265
Crafting a Website That Drives Engagement and Sales	266
Integrating key design elements	266
Minding your KPIs	269
Driving Traffic and Conversion with Content	273
Keeping content fresh and timely	273
Making claims verifiable	273

Asking engaging questions	274
Maintaining critical content categories	275
Putting It All Together for the Perfect Website	276
Using website builders	276
Finding quality imagery	277
CHAPTER 13: Succeeding with Affordable SEO Strategies and Tactics	279
Understanding the Basics of SEO	280
Figuring out how Google searches the internet	280
Growing organic and paid SEO	281
Curating keywords	281
Making links	283
Playing tag	285
Landing Pages and Blogs	286
Optimizing SEO with Google Ads	288
Setting up your Google Ads account	288
Creating your first Google Ads campaign	289
Driving Traffic and Sales with Google My Business	292
Setting up your Google Business Profile	293
Creating a profile that stands out	293
Managing your results	294
Remaining Relevant and Current in SEO Rankings	295
Online resources with updated insights	295
Additional tactics for more SEO results	296
PART 5: SETTING YOUR BRAND UP FOR SUSTAINABLE SALES	297
CHAPTER 14: Leveraging Networks and Events	299
Harnessing the Power of Social Hives	299
Growing your network with customer referrals	300
Hosting customer events that inspire engagement, loyalty, and referrals	301
Expanding your imprint with client advisory boards	304
Launching Your Own Public Event	305
Hosting events with meaning	305
Funding and monetizing your event	306
Getting help managing your event	306
Supporting Third-Party Events	307
Getting behind cause-related campaigns and events	307
Sponsoring fundraising events	308
Finding a good fit	309

Maximizing Trade Show ROI	310
Locating trade shows	311
Building the foundation for a good booth	312
Selecting space on the expo floor	313
Getting people to your booth	313
CHAPTER 15: Tuning In to the Right Sales Channel	315
Setting Up a Successful E-commerce Program	316
Rising above the competition	316
Fulfilling orders and delighting customers	317
Curating customer experiences online	317
Converting online traffic to sales	317
Upping your SEO rankings	318
Increasing shopping cart fulfillment rates	319
Understanding Your Options	320
Building your own e-commerce store	320
Paying someone else to do it for you	322
Setting Up Third-Party Digital Storefronts	322
Selling with eBay	323
Selling with Amazon	324
Considering Off-line Distribution Strategies	326
Understanding Channel Structure	329
Preparing for Successful In-Store Selling	330
Creating an inviting store vibe	330
Stimulating sales at point of purchase	331
CHAPTER 16: Prospecting and Selling for ROI	335
Exploring Proven Prospecting Tactics and Tools	336
Prospecting tactics that work	337
Prospecting tools that generate leads	337
Selling for a Lifetime	339
Calculating lifetime value	339
Understanding the importance of customer loyalty	341
Getting to Yes via Emotional Selling Propositions	343
Defining your process	344
Establishing SME status to bolster sales	345
Prioritizing Your Pipeline	347
Categorizing each opportunity	347
Sorting by emotional triggers	347
Consultative Selling and Account-Based Marketing	348
Tactics for consulting with consumers	348
Tips on consultative selling	349
Relying on account-based marketing	350

Creating Sales Presentations with ESP Power	350
Inform, involve, inspire	351
Tell your brand story	352
Respond to problems	352
Organizing and Managing Your Sales Force	353
Determining how many salespeople you need	353
Hiring your own salespeople or using sales reps	354
Compensating your sales force	355
PART 6: THE PART OF TENS	357
CHAPTER 17: Ten Common Marketing Mistakes (And How to Avoid Them)	359
Making Assumptions	359
Ignoring Customer Complaints	360
Faking Popularity	360
Using Dirty Data	360
Competing on Price	361
Ignoring the Emotional Drivers of Choice	361
Forgetting to Edit	361
Offering What You Can't Deliver	362
Treating Customers Impersonally	362
Blaming the Customer	362
CHAPTER 18: Ten Ways to Measure Results (Beyond ROI)	363
Establish Clear Objectives	363
Tie Your Metrics to Your Objectives	364
Set Learning Priorities	364
Establish a Target ROI	364
Know Your Customer Lifetime Value	365
Know Your Allowable Customer Acquisition Cost	365
Establish Benchmarks	365
Turn the Funnel Upside Down	366
Adjust Your Funnel Benchmark Assumptions When You Have Real Data	366
Avoid the Dashboard Trap	366
INDEX	367