

# Marketing is Boring

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The word, “marketing”, is the most misunderstood term in business history.

Most people equate marketing with funny ads, glamorous models and fast-talking salespeople scoring deals.

The truth is that marketing is boring.

Boring.

Boring.

Boring.

But.. But.. How can this be?

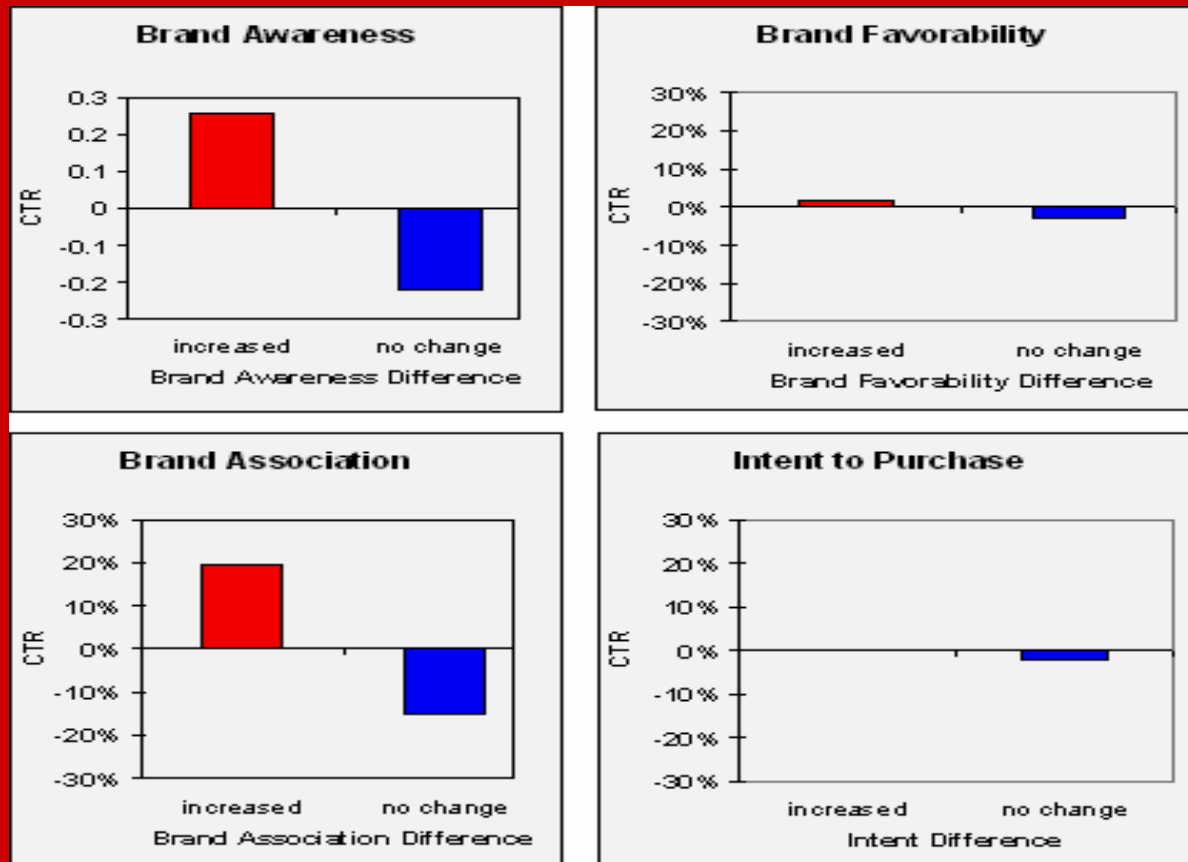
You are turning my world upside down.

# BREAKING NEWS!

- Marketing is not about shooting from the hip.
- It is not about being glib.
- It is not about being good at lying.



# It is more about this....



And, less about this.

You Could Become A Millionaire!

**WIN \$10 MILLION!**

**Are you the winner we'll be looking for?**

Enter now and you could become a millionaire! Don't wait. Enter today and every day, because you never know which entry could become the big winner!

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# It is more about this.....



# And, less about this.

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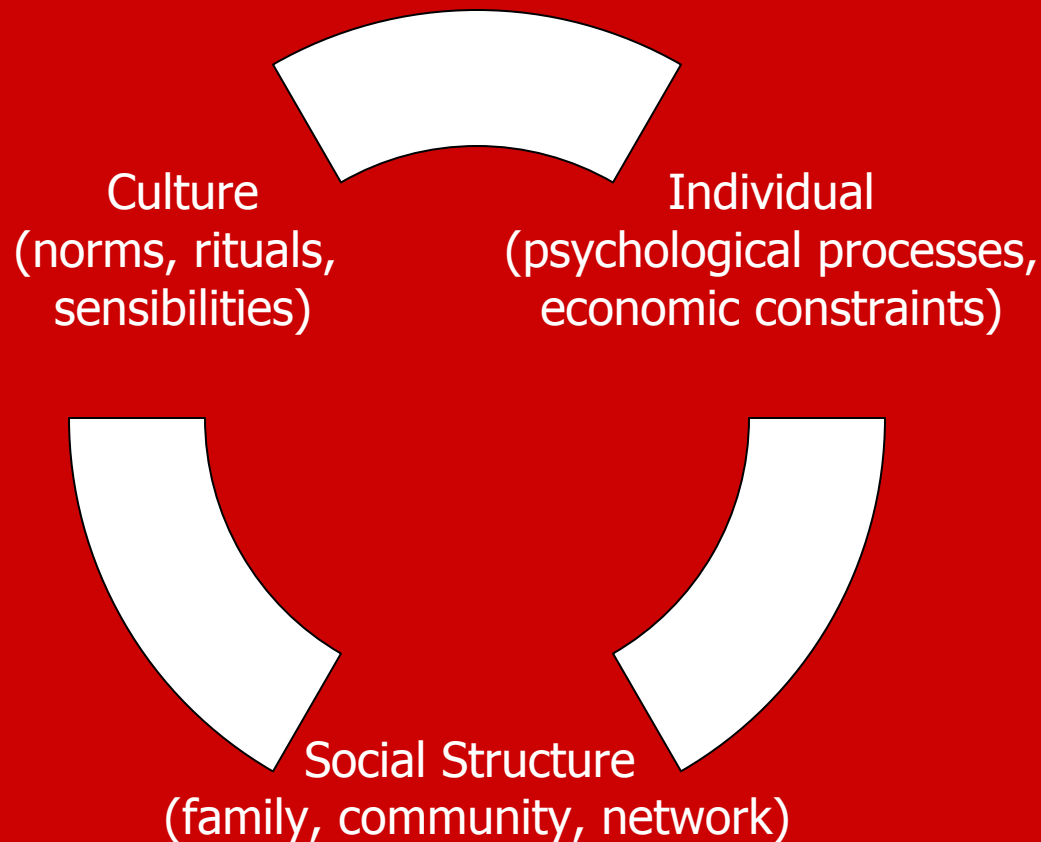
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Offer good through July 12



\*Parts used for repair orders only.

# Marketing Starts with Understanding the Consumer



... And, finding the right audience  
to serve.

# Targeting. Targeting. Targeting.

## MySpace Demographics

(Source: ComScore)

	Aug-05	Aug-06	Growth
	%	%	%
Age: 12-17	24.7	11.9	-12.8
Age: 18-24	19.6	18.1	-1.4
Age: 25-34	10.4	16.7	6.2
Age: 35-54	32.4	40.6	8.2
Age: 55+	7.1	11	3.9

## *Cigar Afficionado Online Demographics*

**Male/Female: 95% / 5%**

**Average Age: 30-44**

**Average HHI: \$100,000-\$150,000**

**College Degree/Post Graduate: 59%**

**Executive, Managerial,**

**Professional: 67%**

# ... and delivering value.

- By providing them with a product or service that-
  - Benefits their life
  - Solves an existing problem



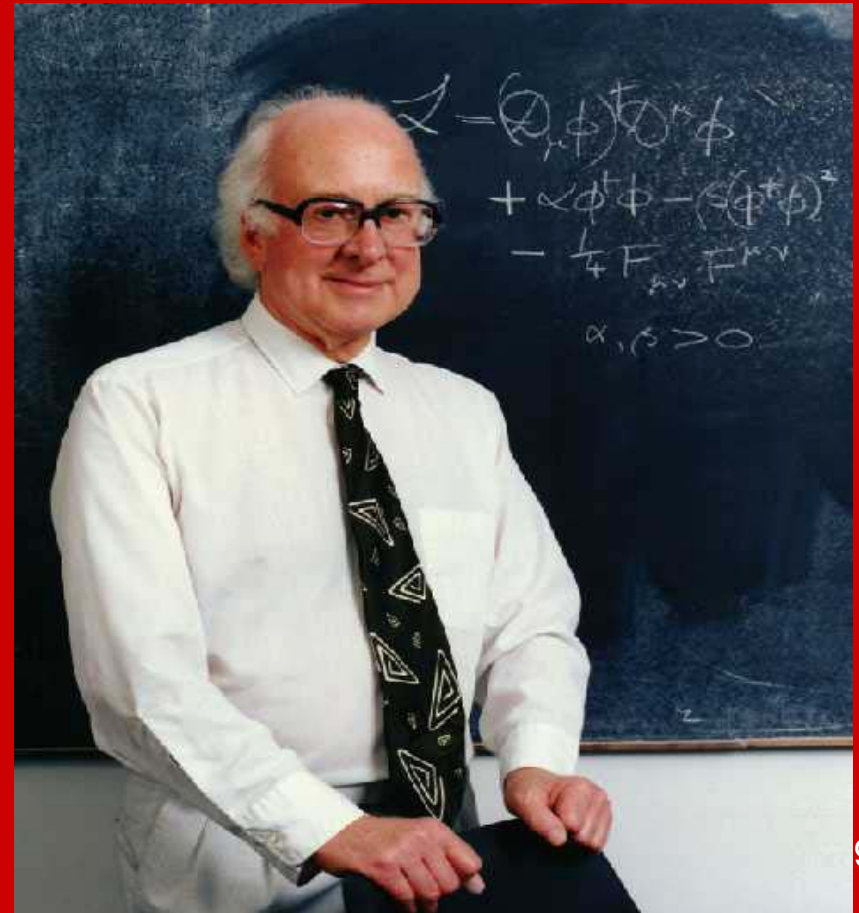
# Value is perceived.

Just because you think something is valuable, it does not follow that consumers should think the same.

# If you want to be part of marketing...

- Develop an interest in people.
- Commit to studying them.
- Try to find ways to help them through innovative and useful products and services.

# People, people, people



These are the people who buy your products.



# You are not the market.

People who might be interested in  
your products do not necessarily  
think like you.

# Marketing and People

- As consumers, people are fickle, social, busy, stressed, opportunistic, sentimental, well-intentioned, jaded, well-informed, misinformed, rebellious and excitable.
- In marketing, your job is to understand them, find out what their needs are and then find a way to add value to their life.

Do the boring stuff.

Research. Research. Research.

# Research

- Consumers have nuanced opinions.
  - They love the fact that the cell phone makes them more mobile, but they hate the fact that their boss can now find them.
- Seek these nuances out.
- Locate the important tradeoffs.



# Seek Customer Insight

- Crude oil is very valuable. But, your car will not run if that is what you put in it.
- Distill. Distill. Distill.
- Hone in on the key consumer insight and build a business model around it.

# Win-lose = Hucksterism

- If you think you can win only if your customers lose, you are a huckster.
- The funny thing is that marketing can help you make \$\$\$\$\$\$\$\$ while helping consumers.....
- ...if you do the boring stuff.

# So, what are you waiting for?

- Listen to customers.
- Do the research.
- Crunch the numbers.
- Provide customers with value.

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