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... 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.
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And, less about this.
Marketing Starts with Understanding the Consumer

Culture
(norms, rituals, sensibilities)

Individual
(psychological processes, economic constraints)

Social Structure
(family, community, network)
… And, finding the right audience to serve.
### MySpace Demographics
(Source: ComScore)

<table>
<thead>
<tr>
<th>Age</th>
<th>Aug-05</th>
<th>Aug-06</th>
<th>Growth</th>
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<td>Age: 12-17</td>
<td>24.7</td>
<td>11.9</td>
<td>-12.8</td>
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<tr>
<td>Age: 18-24</td>
<td>19.6</td>
<td>18.1</td>
<td>-1.4</td>
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<td>Age: 25-34</td>
<td>10.4</td>
<td>16.7</td>
<td>6.2</td>
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<tr>
<td>Age: 35-54</td>
<td>32.4</td>
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<td>Age: 55+</td>
<td>7.1</td>
<td>11</td>
<td>3.9</td>
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</tbody>
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### 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

• 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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