

SETH GODIN'S

What Every Good Marketer Knows List

Anticipated, personal and relevant advertising always does better than unsolicited junk. **Making promises and keeping them is a great way to build a brand.** Your best customers are worth far more than your average customers. **Share of wallet is easier, more profitable and ultimately more effective a measure than share of market.** Marketing begins before the product is created. **Advertising is just a symptom, a tactic. Marketing is about far more than that.** Low price is a great way to sell a commodity. That's not marketing, though, that's efficiency. **Conversations among the members of your marketplace happen whether you like it or not. Good marketing encourages the right sort of conversations.** Products that are remarkable get talked about. **Marketing is the way your people answer the phone, the typesetting on your bills and your returns policy.** You can't fool all the people, not even most of the time. And people, once unfooled, talk about the experience. **If you are marketing from a fairly static annual budget, you're viewing marketing as an expense. Good marketers realize that it is an investment.** People don't buy what they need. They buy what they want. **You're not in charge. And your prospects don't care about you.** What people want is the extra, the emotional bonus they get when they buy something they love. **Business to business marketing is just marketing to consumers who happen to have a corporation to pay for what they buy.** Traditional ways of interrupting consumers (TV ads, trade show booths, junk mail) are losing their cost-effectiveness. At the same time, new ways of spreading ideas (blogs, permission-based RSS information, consumer fan clubs) are quickly proving how well they work. **People all over the world, and of every income level, respond to marketing that promises and delivers basic human wants.** Good marketers tell a story. **People are selfish, lazy, uninformed and impatient. Start with that and you'll be pleasantly surprised by what you find.** Marketing that works is marketing that people choose to notice. **Effective stories match the worldview of the people you are telling the story to.** Choose your customers. Fire the ones that hurt your ability to deliver the right story to the others. **A product for everyone rarely reaches much of anyone.** Living and breathing an authentic story is the best way to survive in a conversation-rich world. **Marketers are responsible for the side effects their products cause.** Reminding the consumer of a story they know and trust is a powerful shortcut. **Good marketers measure.** Marketing is not an emergency. It's a planned, thoughtful exercise that started a long time ago and doesn't end until you're done. **One disappointed customer is worth ten delighted ones.**