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The End Of Marketing

By Brent Filson

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Summary: Traditional marketing is overloaded with analytical methodologies and statistical suppositions. Such marketing, as a stand alone business tool, must end. A new and more successful growth-dynamic must replace it. That dynamic is tied to human emotions and the results-producing actions those emotions trigger.
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By Brent Filson

Working with top companies worldwide in all major sectors for 20 years, I've discovered that few of them come even close to achieving their potential results.

A key reason is that their leaders "don't know that they don't know".

They don't know that marketing as we know it has come to an end. A more successful growth-dynamic must replace it. That dynamic is tied to human emotions and the results-producing actions those emotions trigger.

No question: Emotion is a critical driver in business success. Clearly, people in business have to be skilled and knowledgeable about products, processes, and customers. But simply having rational knowledge is not enough to get big increases in results. We must have emotional knowledge too.

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A fundamental truth of human motivation is that we define ourselves in terms of our emotions. Descartes didn't quite have it right: it's not, "I think therefore I am; it's really, "I feel therefore I am".

Yet most marketing strategies and programs focus on the rational — market share, target identification and validation, and customer needs analysis — and ignore the emotional. In doing so, such strategies ignore great opportunities.

To achieve quantum leaps in results that most businesses are capable of, "the end of marketing" must be recognized.

Conventional marketing served companies in relatively stable economies when businesses were like large ships, with captains giving orders to the mates, the mates to crews. But today businesses are in

white-water canoeing races.

In rapidly changing markets, exclusively rational marketing can't compete well.

What will replace marketing? To answer that, let's understand what marketing is all about. It's about one thing, organizational growth. Such growth happens through strategy and action.

Today's marketing activities are superficially linked to strategy and have little to do with action. The result: businesses rattle along not hitting on all cylinders.

Strategy: We grow in business or ultimately die. So it behooves each business to have a strategy for growth.

We might develop a growth strategy. It might seem convincing on paper. It might interest security analysts. It might brighten an annual report. But unless employees and customers alike believe it passionately, wake up in the morning motivated by it, spend each day exciting others about it, see it as a key stimulant of their life, and zealously realize it in their work activities, then it is merely a recitation of dry postulates. It can only realize partial results.

When strategies resonate with people's heartfelt needs, great things happen. History is replete with such strategies: Themistocles' naval strategy for defeating the Persians; the Pilgrim's strategy of attaining religious freedom by building a "city on the hill" in the New World; Jefferson's strategy for realizing an America bounded by the Atlantic and Pacific; America's strategy for putting a man on the moon before the end of the 1960s, etc.

And the history of business has its examples too: Ford Motor Company of the first decades of this century; IBM of the 1950s, Apple of the early 1980s, Wall-Mart of the 1990s, Dell of the past few years.

There are three ways to get a motivational growth-strategy.

First, link it to what people feel strongly about.

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Many leaders wrongly believe that just because they have taken the trouble to develop a marketing strategy, that strategy automatically excites others.

If you don't root your strategy in the fervent convictions of employees and customers, you don't have a motivational growth–strategy.

Steve Jobs' strategy for providing bringing a powerful, versatile computer into the hands of average people around the world, fired the imaginations and the ardent actions of his colleagues and, ultimately, customers.

Second, raise the stakes. Follow Emerson's dictum: "Hitch your wagon to a star." Distinguish between vision and motivational growth–strategy. A vision is the star. The strategy is how you will hitch your wagon to it. When people's vision and strategy provide a higher purpose in their lives, their motivation is of a higher order.

Jobs convinced John Scully to leave a high–level, fast–track position at PepsiCo and commit himself to the uncertainties of working at Apple by asking: "Do you want to sell sugar water for the rest of your life

or do you want to change the world?"

Third, make the strategy simple and short. Growth can be complicated, but people's needs are simple.

Bill Gates wrote a strategy in longhand on a single sheet of paper when he founded Microsoft. He still has possession of that paper and is still following that strategy.

The processes of putting that strategy into action may take comprehensive descriptions. Still, those descriptions should flow from simple, brief motivational elements.

Action: Motivational growth–strategies aren't plans, they're action. Without people taking action, results can't happen.

Rational marketing stumbles because leaders often view such marketing as some kind of magic dust that, sprinkled out, changes behavior. But only motivated people change their behavior.

In trying to realize marketing plans, top leaders often get jammed up in middle–manager meatgrinders. Those leaders can usually persuade their direct reports to participate in the changes.

However, the far more important task is to persuade middle–managers to lead change. Because traditional marketing ignores the emotional needs of middle–managers, needs that frequently illuminate ways to increase results, those managers can and will make mincemeat of even the best–intended, rationally consistent, and brilliantly–conceived marketing strategy.

Hey, this isn't black hole physics! Getting results is simply about strategy and action: making a simple, powerful motivational growth–strategy happen in the many, little actions taken daily by skilled, motivated people.

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Because motivational growth—strategies flow out of the hearts of people, rather than rain down from above, those strategies get those people championing actions that get big results.

The end of marketing is the beginning of success that can only now be dimly imagined.

Merchants Earn More After Affiliate Marketing

By Peter Garant

An attraction of affiliate marketing is the savings that the merchant will gain when he no longer conducts his own advertising and publicity. Some merchants, who already have a well-established affiliate marketing program, no longer bother to conduct any activity that will lead to more sales. Such may not impair the current sales of the online business, but it failed to tap into another avenue of selling that can increase the revenue of the online business.

Thus, the merchant must still conduct some form of advertising even when he has an effective affiliate marketing program, and even when he has hundreds of affiliates conducting the promotions for him. The merchant must look into making a second or even a third sale to the customers he acquired. Such is called back-end selling. The practice of back-end selling can complement affiliate marketing.

Here are some ways that a merchant can perform back-end selling:

Newsletters - Whether through email or sent through snail mail, these publications are perfect avenues to introduce the other products of the merchant. These other products are the back-end products. Therefore, in the merchant's website, there should be a part where the customer is asked whether he would like to receive free newsletters from the online company. If the customer clicks yes, then this customer will be taken to a page that will ask for his email or mailing address.

Thank You Letters - Sending a thank you letter for patronizing the merchant's products is not just a form of courtesy. It is a wise business practice. With the thank you letter, the merchant must mention the back-end product.

Customer Satisfaction Calls - If the merchant is not comfortable in writing brilliant thank you letters, he may choose to give the customer a phone call. During the phone call, the merchant will check if the customer was happy about the product they already bought. This call shows a concern for the customer. But it is again an avenue for back-end selling. The merchant will attempt to mention the back-end products.

Customers Only - In the website of the merchant, there will be a webpage that can be accessed only by its customers. When a visitor has become a paying customer due to affiliate marketing, this paying customer can go to the webpage that contains more about the product that he has bought. In that same page, there may be ads for the back-end products

Back-end selling for the merchant becomes easier because the customer has already given his trust after the initial sale brought by affiliate marketing.

Peter Garant's affiliate marketing site

sells affordable unique website

content

to webmasters that understand the need

for unplagerised and high quality content on their websites.



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