

**bwagy
marketing
manifesto**

"perseverance is genius"

By Ben Young

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Blah this is all about you! You are doing what you do; you know you can do better, but need some ideas that you can take the ball and run with.

This is what I do all the time, it is second nature, it is automatic, so it's my pleasure to share it with you. –Ben.

All about People

Fundamentally you need to realise (and always focus) it **is all about people**. People like you and me. Telling others and ourselves stories.

Stories

A good story **enhances status**, creates enjoyment, and benefits both the storyteller and the receiver. It is not zero sum, a good story **everyone benefits**.

Word of Mouth

Word of mouth is the **best referral** a consumer can get. No really, the BEST!

We are all story tellers

You are a storyteller, whether you want to be or not, in what you wear, how you speak, how you walk. You are communicating to someone at some stage something. (Stop and reread this).

Be Proud

Forget about parasite marketing, sustainable businesses are built on building products that help the purchaser. If you can help your clients enough to create a worthy story you have an endless chain of word of mouth.

Compound Good Experiences

We have all heard, a bad experience results in 64 people hearing about it, a good experience leads to 8 hearing about it.

Sounds out of whack right? Wrong. If I have a good experience with you I will repeat my purchase, if you keep looking

after me, i will keep telling 8
people forever.... and everytime I
make a purchase. Marketing &
Business is all about the long term.

If you can get a customer and
keep them forever they will sell
your products for you. Easy.
Never forget this. A good
customer experience compounds
over time.

Dance with your customer

Expecting a sale on the first interaction is short sighted.

Consumers like to wooed, taken for a dance, candlelight dinner. If you can expose them to your brand several times in different avenues you are more likely to build a satisfied customer. Remember

every exposure is an opportunity to help explain your value proposition.

Other side of the counter

Put yourself in your customers shoes, what am i gaining from this? what is the story i am telling myself? why am i motivated to talk to others about your story?

You know what's right

If it doesn't feel right it often isn't.

If you are too ashamed to tell those around you what you do, or people you admire, you probably shouldn't be doing it.

You & your team are all attractive

People like you, people like the team behind your products, your loyal customers actually want to be their friends (although they realise they can't) but utilise that. Get your people to talk with customers, over the phone, twitter, blogs.

Expose the people behind the scenes. The cross pollination between customers and staff is only going to benefit both parties.

Hint: it also creates a new 'exclusive' story for each of those loyal customers.

You are always wrong

You are always wrong, you just need to be less wrong than your competitors.

Cut the crap

Forget magic answers, they don't exist, you know what you need to do. So do it. Obsess about customers, drive insane value, your marketing is sorted, now collect the cheques.

Less is more

Cut back, you don't need 20 channels, cut back to what you do exceedingly well, then get better at it, being the absolute bleeding edge best is far more important than scrapping a few extra dollars.

You will doubt yourself, but hang in there.

Comradery & Clear Communications

Bring the whole team together, encourage diversity, open discussions, new ideas, get them to take listening courses, involve them in strategic visions, they define your company to the outside

world, so make sure they know what they are defining.

Leverage the right channels

Mass advertising builds subconscious brand recognition, but word of mouth demands a purchasing decision.

Scare yourself!

Chase things that scare your organisation, chances are they scare your competitors too, that is signal enough that you at least need to explore it.

The End

The results of this are directly proportional to your ability to take the ball and run with it. So do just that.

Sourced from bwagy
at: <http://blog.bwagy.com/bwagy-marketing-manifesto/>

Check back for updates, this is just a starting point.

About

Ben Young rethinks your world in small daily digestible bites, just enough to give you a taste such that you want to take the ball and run with it. You can catch him ben@bwagy.com or [@bwagy](https://twitter.com/bwagy) on Twitter. Read more about Ben

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