

This Is Marketing: You Can't Be Seen Until You Learn to See by Seth Godin

Book Highlights by Coach Erin Brimmer

Chapter Fourteen – Treat Different People Differently

- When it comes to style, technology, or innovations, most people like what they have. They want to do what others are doing, and they aren't actively seeking novelty.
- Some people, though, are neophiliacs. They're early adopters. They want the better, the clever, the innovative.
- And an equal number of folks, will defend their status quo to the last day.
- It's the neophiliacs, the folks with a problem that you can solve right now (novelty and tension and the endless search for better), that you can begin with.
- There's no such thing as mandatory education.
- The alternative is voluntary education: gaining enrollment.
- Enrollment is what you need to earn permission to engage.
- Enrollment is mutual, it is consensual, and it often leads to change.
- Neophiliacs want to go first. They want hope and possibility and magic.
- The typical corporate cog wants to avoid getting in trouble with the boss.
- The social crusader wants a glimmer of hope and the chance to make things right.
- The person who measures dominance instead of affiliation wants to win.
- The affiliation-seeking tribe member wants to fit in, to be in sync,
- The lesson: Always be wondering, always be testing, always be willing to treat different people differently. If you don't, they'll find someone who will.
- You can learn a lot about people by watching what they do. And when you find someone who is adopting your cause, adopt them back. When you find someone who is eager to talk about what you do, give him something to talk about. When you find someone who is itching to become a generous leader, give her the resources to lead.
- When you ask, "Who's it for?" the answer needs to be, "The kind of customers who are going to show up for us in a way that lets us keep going."
- You'll serve many people. You'll profit from a few.
- In order to do your best work, you'll need to seek out and delight the few. And in return, you'll be rewarded with a cadre of loyal customers who will buy in for all of it.
- The cost of being human in this situation is easily covered by the upside of delighting an extraordinary customer.
- Get in your car, drive across town, and show up. Talk about it face to face.
- Amazement and delight go a long way.

Chapter Fifteen – Reaching the Right People

- Tactics are easy to understand because we can list them. You use a tactic or you don't. Strategy is more amorphous. It's the umbrella over your tactics, the work the tactics seek to support. And your goal is the thing you'll be betting will happen if your strategy works.
- Your goal is the change you seek to make in the world.
- The goal is your shining light, the unwavering destination of your work.
- Your strategy is the long-lasting way you're investing in reaching that goal.
- The way you use stories, status, and connection to create tension and forward motion is a strategy.
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- The tactics are the dozens or hundreds of steps you'll take on behalf of your strategy.
- Advertising is a special case, an optional engine for growth

- Media companies, telecommunication firms, and delivery services all make money doing the same thing: selling the attention of those they ostensibly serve.
- You have cash and you can use it to buy attention, whenever you want, in as much quantity as you can afford. Here's the good news: when you find an ad approach that works, you can scale it. You can scale it quickly and precisely. And you've probably guessed the bad news: it's not easy to find an ad approach that works.
- An ad, unnoticed, doesn't exist. A noticed ad is noticed by some people, not everyone.
- If you've ever hit the "boost" button on Facebook, you're paying to be part of the ad business.
- There are three elements to the magic of online advertising: You can reach people more precisely online than in any other medium.
- You can reach people instantly.
- You can measure everything.
- Online advertising is also the most ignored advertising ever created. Advertising is unearned media. It's bought and paid for. And the people you seek to reach know it. They're suspicious. They're inundated. They're exhausted.
- People seeking to make change happen are often in a hurry, and advertising feels like a shortcut. But without persistence and focus, the investment is wasted.
- Brand marketing makes magic; direct marketing makes the phone ring
- Thanks to the rise of Google and Facebook, there's now more direct marketing than ever before in history.
- Direct marketing is action oriented. And it is measured. Brand marketing is culturally oriented. And it can't be measured.
- The extraordinary growth of Google's and Facebook's revenue is due to only one thing: many of the ads that are run on these services pay for themselves. A hundred dollars' worth of online advertising generates \$125 in profit for the advertiser.
- The approach here is as simple as it is difficult: If you're buying direct marketing ads, measure everything.
- If you're buying brand marketing ads, be patient. Refuse to measure.
- When TV brand ads are replaced with digital direct ads, their business model falls apart.
- Simple guide to online direct marketing:
 - The ad exists to get a click. The click exists to either make a sale or earn permission. The sale exists to lead to another sale, or to word of mouth. Permission exists to lead to education and to a sale.
- Everything you do, from the way you answer the phone to the design of your packaging, from your location to the downstream effects of your work, from the hold music to the behavior of your executives, and even the kind of packing peanuts you use—all of it is a form of marketing your brand.
- If you could patiently invest more time and money in putting the story of your brand in the world, how would you do it?
- The most important lesson I can share about brand marketing is this: you definitely, certainly, and surely don't have enough time and money to build a brand for everyone. You can't. Don't try. Be specific. Be very specific.
- We remember what we rehearse. We remember the things that we see again and again. That we do over and over.
- We remember the events we have photos for in our family scrapbook, but don't remember the events that weren't photographed. It has nothing to do with the act of taking a picture and everything to do with rehearsing our story,
- All the storytelling you do requires frequency. You'll try something new, issue a statement, explore a new market . . . and when it doesn't work right away, the instinct is to walk away and try something else. But frequency teaches us that there's a very real dip—a gap between when we get bored and when people get the message.
- The Google ecosystem is based on a myth. The myth is that millions and millions of businesses, all grooming themselves for the search engine, will be found by people who seek them.

- The path is to have someone care enough about you and what you create that they'll type in your name. That they'll be looking for you,
- A locksmith or a hotel or a doctor who wins their generic search will earn a huge profit. But everyone else is left to spend money on consultants and trickery to somehow rank higher. The math can't support this pyramid scheme.
- A smart marketer can build a product or service that's worth searching for.

Chapter Sixteen – Price Is a Story

- Pricing is a marketing tool, not simply a way to get money...
- There are two key things to keep in mind about pricing: Marketing changes your pricing. Pricing changes your marketing.
- The price is more than a signal. It's also the engine for our project's growth, because price determines what we stand for, who we're designing for, and the story we tell. And price creates (or eliminates) margin, and that margin is the money that's available to spend on our outbound marketing.
- ...How do they value the sparkling clean shop, with plenty of well-paid and helpful staff, a new sign in the window, and a local baseball team with new jerseys with your logo on them? How do they value the handsome shopping bag that comes with every loaf, not to mention the free samples of the little butter cookies you call punitions? How does it make them feel to tell their friends that they're eating the same bread that's served at the fancy restaurant down the street?
- Price is a signal.
- While the price tag was originally conceived because Quakers thought it was immoral to charge different prices to different people, it caught on because industrialists and big organizations liked the efficiency.
- ...Understand the story of your price (and the price of your story). How do you feel when you find out that you got a discount that no one else got? What if you deserved it? How do you feel if other people got that discount and you didn't?
- "Cheap" is another way to say "scared".
- Low price is the last refuge of a marketer who has run out of generous ideas.
- Why not make everything free? Two reasons:
 - Engaging in a transaction is fundamentally different than encountering an apparently worthless (or at least priceless) object that's been freely shared. Scarcity, tension, and enrollment all exist when we must decide to make a purchase, and the marketer sacrifices all of these when a purchase is truly free. Without cash flow, you can't invest in your product, your team, or your marketing.
- A free idea is far more likely to spread, and spread quickly, than an idea that's tethered to money.
- Free ideas that spread. Expensive expressions of those ideas that are worth paying for.
- Trust and risk, trust and expense...
- The high cost of participation (blood, sweat, and tears) causes us to become aligned with the group.
- Lowering your price doesn't make you more trusted. It does the opposite.
- Be generous with change and brave with your business
- What your customers want from you is for you to care enough to change them.
- Case Study: No tipping at USHG
 - A diner seeking affiliation as a form of status can find that the right sort of sincere thank-you feels far better than the fear associated with tipping too little or too much.
 - Better still, the diner who has a worldview that revolves around fairness and dignity now has a harder time patronizing other restaurants. Given the choice between a restaurant where the workers are engaged, fairly treated, and working with dignity—or one where the hierarchy undermines all those things—it's easier to become a regular at a restaurant that is proudly aligned with your view of the world.