

# UN MARKETING

Stop Marketing. Start Engaging.

Revised  
and Updated

Scott Stratten

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# Introduction

“GOOD AFTERNOON!”

It was the start of an exchange that would set off a chain of events that would shift my opinion of a billion-dollar establishment with one simple act. Let me explain. It’s no secret I “enjoy” Las Vegas. After going there 15 times in the past four years, I consider myself an unofficial tour guide and resident of Sin City.

A place that you definitely cannot miss on the strip is the Wynn—very fancy, very pretty, and very expensive. Because the place cost \$2.7 billion to build, I assume selling 99-cent hot dogs isn’t going to make that money back. I really didn’t care about the Wynn—not in a negative way, it just wasn’t on my radar. After getting comfortable staying at MGM Grand, The Venetian, and other places, I didn’t really see a need to change, until that Saturday.

I had a meeting at the Wynn during the BlogWorld conference. I strolled in through the majestic doors with a friend of mine. As soon as we walked in, we spotted a man (Wes) using a large carpet-cleaning machine. He wasn’t in our way, so we really thought nothing of it, but he thought differently. He stopped what he was doing. He looked up and smiled. Not one of those “it’s part of my job to smile” ones, but a genuine, warm, authentic smile.

And then he said, “Good afternoon, and welcome to the Wynn, please enjoy your day,” all the while looking us right in the eye, like it was his mission to ensure that we knew he meant business.

His welcome changed my entire perception of the Wynn. Almost \$3 billion went into making this megacasino resort, and it was one guy who made me want to stay there. He made me want to tell the world about it—made me want to blog about it. The carpet-cleaning dude. I have passed hundreds of people cleaning in casinos in Vegas, but I’ve rarely been given eye contact, and not once felt welcomed. As a matter of fact, I have never, ever been greeted like that by anyone in Vegas. It is wonderful and sad at the same time. This gentleman, who made me feel welcome at his place of employment, was not only exceptional, but he was extremely rare.

Casinos (and probably most of you in business) all have the same stuff for the most part. All accountants offer accounting services, all coffee joints serve coffee, and all five-star resorts have fancy smells, spas, and pretty patterns. But only one resort has Wes.

Marketing is not a task.

Marketing is not a department.

Marketing is not a job.

Marketing happens every time you engage (or not) with your past, present, and potential customers. UnMarketing also takes it one step further—it is any time anyone talks about your company. Word of mouth is not a project or a viral marketing ploy. The mouths are already moving. You need to decide if you want to be a part of the conversation, which is why I call it UnMarketing—the ability to engage with your market. Whether you employ thousands or are a one-person show, you are always UnMarketing. It’s what comes naturally, not being forced to do things that make you ill.<sup>1</sup> It’s authentic, it’s personal, and it’s the way to build lifelong fans, relationships, and customers.

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<sup>1</sup> \*Cough\* cold calling \*cough\*

If you believe business is built on relationships, make building them your business.

That's the one line that you need to believe to UnMarket. If you don't believe that, return the book. Trash-talk me on Twitter.<sup>2</sup> Tell me that cold calling is a great tool if you know how to do it right. Just put the book down.

If you don't believe that your business is to build relationships, then tell me that the foundations of some of the greatest businesses in the world were built through cold calling. What worked decades ago does not work as well today, if at all. Getting a 0.2 percent return on your direct mail piece isn't cutting it anymore. Placing an ad multiple times in a newspaper<sup>3</sup> because "people have to see something seven times before acting" is a crock.<sup>4</sup> You need to return this book if you say, "I don't have time to build relationships online!" and yet will drive 45 minutes to a networking event, stay three hours, and drive 45 minutes back home.

You need to read this book if you've had enough of the old-school ways of marketing and want to believe there is a better way. You are the person who wants to believe that if you are your authentic self, you have no competition. That even though you may have thousands of providers in your industry to compete with, you bring unique things to the table (which you do).

Let's focus on building relationships and still building a business instead of throwing aside those who don't want to buy (Buy or Good-bye) and build lifelong relationships and a

---

<sup>2</sup> I'm @UnMarketing, just FYI for a place to point your insults.

<sup>3</sup> For those reading this in 2020, newspapers were things that used to be delivered door-to-door by kids initially, then by creepy dudes in vans at 4 AM. They were pages of ads with a sprinkle of articles. I know, weird, eh?

<sup>4</sup> I think that phrase was made up by an advertising sales rep. Brilliant.

profitable lifelong business, today. Being authentic has nothing to do with being cheesy or passive, and you don't have to sing "We Are the World" and hold hands. Being authentic means that you focus on what you bring to the table. That is what separates you from others in your industry. If you are your authentic self, then you have no competition. I know you have been told to act like other people, talk like other people, and market like all the people, but it is time that you unlearned everything and started to UnMarket yourself.

<http://www.pbookshop.com>

# 1

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## Hierarchy of Buying

I SURVEYED MORE than 1,000 business owners to ask “Why do you buy?” See Figure 1.1 for the results.

When the need arises, customers buy first from people they know, trust, and like. The higher on the pyramid you are with your market, the less competition you have. We take it from the top down:

- **Current satisfied customer:** Obviously, people are going to buy from you if they already do and are satisfied. The key term here is “satisfied.” Even though customers are current, this doesn’t mean they are happy.
- **Referral by a trusted source:** The first thing I do when I need something I don’t already have is to ask people I know and trust if they know of a provider, which is easy with sites like Facebook and Twitter. I can get a pile of recommendations in minutes. Are you on the tip of the tongue when someone asks for recommendations within your industry?
- **Current relationship but have yet to purchase:** Potential customers know you, trust you, but have yet to buy from you. And

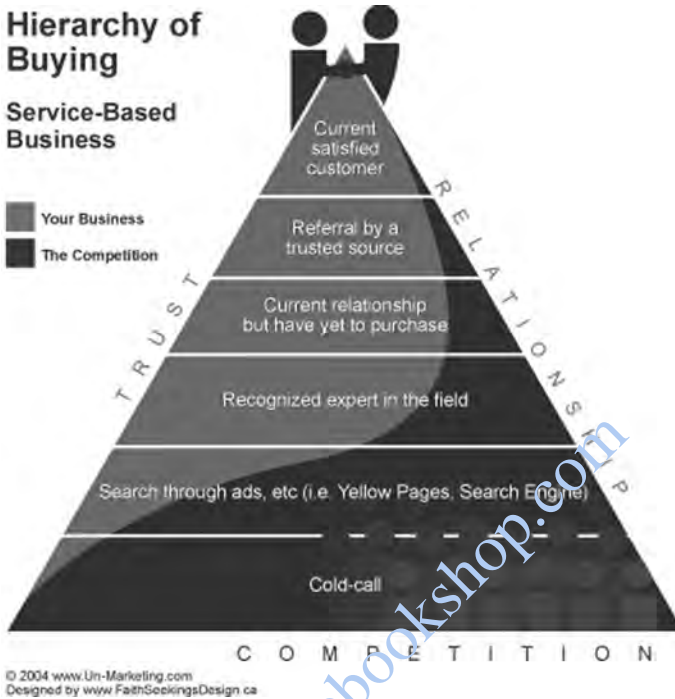


Figure 1.1 Hierarchy of Buying: Service-Based Business

that's okay. The key here is that when they have the need for your product or service, you are in the front of their minds.

- **Recognized expert in the field:** You've built a platform and are consistently in front of potential customers with helpful advice and tips that relate to your industry. You want your market to say, "This guy/girl knows what they're talking about! I need to learn more about them." If done right, this leads them into "current relationship" status.
- **Search through ads, random searches, and so forth:** We get close to the bottom of the barrel here. Potential customers don't know anyone who provides the service, and have never met anyone, so they randomly search for a business that can help. You're not only at the mercy of a search engine here, but

price now becomes a huge decider to the point that you almost become a commodity seller. You don't want to be here.

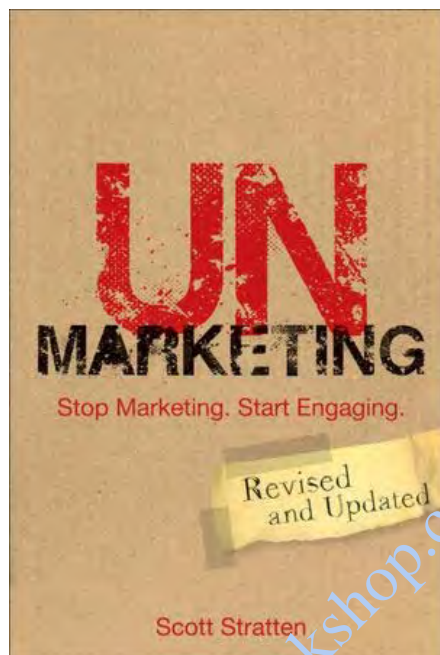
- **Cold call:** Most of your market isn't sitting around saying "You know, I need an accountant to help my growing business, so I'm just going to sit here until someone randomly phones me to offer me that service." Cold-calling is time-intensive with horrible results. Companies encourage it because it has a "low cost" upfront, but what's the cost of annoying 99 people in a row to potentially talk to someone who may hire you based on no trust and price alone? I'm starting a movement to change the phrase from "cold-calling" to "telespam." That will put a stop to the courses; no one is going to sell an ebook about "The Top 10 Ways to Better TeleSpam!"<sup>1</sup>

So the question is simple: Where on the pyramid are you focusing your marketing efforts? The lowest point with high competition and low margins? Or the middle while aiming to get to the top?

The main reason people don't focus on the middle is because it takes time. There, I admitted it. Building trust takes time. Fostering relationships takes time. So if you're looking to make the quick buck, go ahead, slide into the greasy bottom level, and enjoy. Just take a shower afterward.

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<sup>1</sup> I just jinxed it. Someone is going to write this. I picture a guy with greasy hair who runs multiple free seminars in hotels about how to get rich quick in a time of recession. I go to those events just for the free muffins.



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## Stop marketing. Start *UnMarketing*.

No one likes cold calls at dinnertime, junk mail overflowing your mailbox, and advertisements that interrupt your favorite shows. If this is “marketing,” then the world would probably prefer whatever is the opposite of that.

If you're ready to stop marketing and start engaging, then welcome to *UnMarketing*. The landscape of business-customer relationships is changing, and *UnMarketing* gives you innovative ways out of the old “Push and Pray” rut. Instead, draw the right customers to you through listening and engagement, enabling you to build trust and position yourself as their logical choice when they need you.

This updated and revised edition includes new information on building relationships through Twitter, Facebook, LinkedIn, and Google+. *UnMarketing* supplies you with a winning approach to stop ineffective marketing and put relationships first—then reap the long-term, high-quality growth that follows!

“[INSERT NAME HERE] has written a game changer for [INSERT INDUSTRY HERE]. Drop everything and read this book!”

—Famous author who hasn't read this book

“This book has a great amount of words.”

—Fortune 500 CEO who was at an open-bar event with the author and agreed to give testimonial

“This book is the greatest business book in the world, besides mine.”

—Author who only gives testimonials to people who give him one in return



**SCOTT STRATTEN** is the President of UnMarketing.com and is an expert in the types of viral, social, and authentic marketing that he calls “Un-Marketing.” His clients' viral marketing videos have been viewed over 60 million times and have generated major returns. Stratten has recently appeared on sites like Mashable.com and CNN.com, as well as in publications such as the *Wall Street Journal*, *USA Today*, and *Fast Company*. He speaks and consults globally on how businesses can engage better (or at all!) with their current and potential customer base using social media, viral marketing—and just plain old good conversation.


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Author photograph: Erica Hanna

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