

The Top 10 Secrets of The Marketing Process

Try these ideas to get you started down the path of scientific marketing tactics

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1. Don't run out of money.

It always takes longer and costs more than you expect to spread your idea. You can budget for it or you can fail.

2. You won't get it right the first time.

Your campaign will need to be reinvented, adjusted or scrapped. Count on it.

3. Convenient choices are not often the best choices.

Just because an agency, an asset or a bizdev deal are easy to do doesn't mean that they are your best choice.

4. Irrational, strongly held beliefs of close advisors should be ignored.

It doesn't matter if they don't like your logo.

5. If it makes you nervous, it's probably a good idea.

If you're sure you're right, you probably aren't.

6. Focusing obsessively on one niche...

...one feature and one market is almost always a better idea than trying to satisfy everyone.

7. At some point, you're either going to have to stick to your convictions or do what the market tells you.

It's hard to do both.

8. Compromise in marketing is almost always a bad idea.

Extreme A could work. Extreme B could work. The average of A and B will almost never work.

9. Test, measure and optimize.

Figure out what's working and do it more.

10. Read and learn.

There are a million clues, case studies, books and proven tactics out there. You can't profitably ignore them until you know them, and you don't have the time or the money to make the same mistake someone else made last week. It's cheaper and faster to read about it than it is to do it.



SETH GODIN has written thirteen books that have been translated into more than thirty languages. Every one has been a bestseller. He writes about the post-industrial revolution, the way ideas spread, marketing, quitting, leadership and most of all, changing everything.

American Way Magazine calls him, "America's Greatest Marketer," and his blog is perhaps the most popular in the world written by a single individual. His latest book,

Poke The Box is a call to action about the initiative you're taking - in your job or in your life, and Seth once again breaks the traditional publishing model by releasing it through The Domino Project.

As an entrepreneur, he has founded dozens of companies, most of which failed. Yoyodyne, his first internet company, was funded by Flatiron and Softbank and acquired by Yahoo! in 1998. It pioneered the use of ethical direct mail online, something Seth calls Permission Marketing. He was VP of Direct Marketing at Yahoo! for a year.

His latest company, Squidoo.com, is ranked among the top 125 sites in the US (by traffic) by Quantcast. It allows anyone (even you) to build a page about any topic you're passionate about. The site raises money for charity and pays royalties to its million plus members.