

# **MEATBALL SUNDAE**

## **Is Your Marketing Out of Sync?**

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**MAIN IDEA**

Sometimes when you mix two good ideas, you can come up with something incompatible. A meatball sundae sounds entirely unappetizing, even though in and of themselves meatballs might taste nice and ice cream sundaes taste good.

The same thing is happening in marketing today. Think of traditional marketing vehicles as being like meatballs. Many successful companies have been built from the ground up using conventional marketing strategies and techniques. When these companies try and add in the new marketing devices like social networks, blogs, Google and all the other interesting stuff, all you end up doing is adding an ice cream sundae topping on the top of meatballs. It doesn't work. You cannot merely layer some new marketing over traditional marketing and expect it to work.

Marketing determines what kind of business you build. Therefore, instead of asking how all these cool new tools can be added to your existing marketing arsenal, consider what kind of organization you need to build and be in order to use these new tools to their maximum effectiveness.

New marketing devices are radically transforming what gets made, how it gets made and how it gets sold right across the economy. Successful organizations get to be that way by leveraging what works rather than by trying to bend the world to suit themselves. The companies which will prosper in the future will use new tactics which combine fresh and innovative marketing with products and services which are fundamentally aligned with the realities of today.

You can either get immersed in new marketing today and start making superior ice cream sundaes or you can keep trying to make better meatballs in the vain hope someone will notice and buy what you make. We're at the crossroads. Which path will your organization take?

*"What business are you in? Marketing determines the answer to that, and marketing just changed."*

– Seth Godin

**1. The meatball sundae imperative . . . . . Page 2**

Instead of asking "How can we use the cool new tools of marketing to support our existing infrastructure?", everyone in business should be obsessing over "How can we change what we do to grow because of the New Marketing devices which are available to us?" Business as usual just isn't going to cut it anymore. You're going to need to radically change the strategy you're using to support your marketing.

**2. The Fourteen Trends . . . . . Pages 3 - 7**

These are the fourteen trends in marketing which are changing the world. Your organization can either use these trends to your advantage or you will automatically find these trends work against you.

- 1 Directness ->> Producers and consumers need to communicate directly
- 2 Amplification ->> Everyone can be a critic so you need to appeal and satisfy
- 3 Authenticity ->> You have to always do what you say, or suffer the consequences
- 4 Simplicity ->> Attention is in short supply so keep your message simple
- 5 Choices ->> Consumers want more choices, not just a few hit products
- 6 Outsourcing ->> Talent and efficiency has superceded geography
- 7 Pick-&-Choose ->> Nobody buys solutions anymore – they want components
- 8 Chaos ->> There are an infinite ways to communicate – deal with it
- 9 Networks ->> Social networks allow consumers to band together and do things
- 10 Scarcity ->> Instead of scarcity, alter what you offer to leverage abundance
- 11 Big Ideas ->> Avoid incremental improvements, force people to take notice
- 12 Customize ->> Don't mass market, tailor what you do to who is listening
- 13 Diversity ->> Don't market to the wealthy – everyone is getting that way
- 14 Gatekeepers ->> There are no gatekeepers anymore – everyone is approachable

**3. Putting it all together . . . . . Page 8**

New Marketing isn't a magic trick. It will drive the right organizations forward as the digital revolution continues to work its way through the economy. The challenge is to become the kind of organization which thrives under the fourteen trends. You don't have to embrace all of them but you will need to leverage at least a few of them. Align your organization to sync with these fourteen trends from the bottom up and you automatically become one which will prosper in the years ahead. The challenge is to make that happen.

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