

THE END OF MARKETING AS WE KNOW IT

SERGIO ZYMAN

Former Chief Marketing Officer,
The Coca-Cola Company

SUMMARIES.COM is a concentrated business information service. Every week, subscribers are e-mailed a concise summary of a different business book. Each summary is about 8 pages long and contains the stripped-down essential ideas from the entire book in a time-saving format. By investing less than one hour per week in these summaries, subscribers gain a working knowledge of the top business titles. Subscriptions are available on a monthly or yearly basis. Further information is available at <http://www.summaries.com>.

MAIN IDEA

Marketing is not an act of magic to be practiced solely by those who have taken an oath of secrecy. It is a strategic business activity focused on just one goal -- selling more product to more people more frequently than before.

In the old days, marketers used to preach that image was everything -- before you could sell, you had to spend loads of money creating an image in the mind of the consumer. However, that style of marketing is dead -- killed by the advent of "consumer democracy" which simply means consumers today have a bewildering array of choices for everything they want to buy. Therefore, they can't be forced to buy whatever a company wants to sell them -- consumers have to be provided with reasons to buy, and those reasons to buy had better be becoming more and more compelling over time, or else a competitor is going to win them over by adding more value to his product than you add to yours.

New marketing is all about sales, conversion rates, targeting customers, and creating value for shareholders. It proposes that at the end of the day, the only criteria by which marketing should be judged is how profitable was it for the company -- not how many awards did it win, how "warm and fuzzy" did it make consumers feel or how much did the company enjoy that marketing.

Marketing is a serious business discipline, lying at the heart of business productivity, not artistic creativity.

1. The Death of Traditional Marketing and the Birth of New Marketing as a Business Discipline Page 2

Traditional marketing was all about establishing an image so consumers would buy in mass whatever the marketer wanted to sell. How to achieve that was a mystery only the high priests of marketing knew, but it took lots and lots of money.

New marketing has grown out of the fact a consumer democracy now exists -- everybody has loads of choices for every product category. Therefore, new marketing:

- Speaks to individuals rather than the masses.
- Ignores image, and concentrates on providing reasons to buy.
- Builds brands that create value in the minds of the consumer by creating common ground with customers.
- Focuses on making sales -- and profits.

2. The Essential Strategies of New Marketing Page 4

To succeed in the new marketing discipline, marketers must...

- Build their brands to create an identity.
- Position their products advantageously, while simultaneously positioning their competitor's products.
- Create images for brands and products.
- Understand what's going on in the world -- and how that will affect consumers.
- Ask consumers to buy the product or service.
- Keep thinking about tomorrow.
- Stay focused on achieving local success in order to create global awareness.

...and each of these activities must be done differently from the way marketers have done them in the past if the company is to stay competitive in the future.

3. How Businesses Can Maximize Their Return on Investment in New Marketing Page 7

To take the plunge and apply the techniques of new marketing, you have to build a new marketing team. The best, most effective way to do this is:

- Find the best available marketing professionals, and create jobs around them instead of trying to make them fit the existing organizational chart.
- Make certain every person in the organization understands the strategy you will use, the destination you're trying to reach and the business objectives. Then get out of their way and let them execute -- and hold them accountable for what they achieve.
- Reward excellence and punish mediocrity.
- Pay advertising agencies very well so they will use good talent -- but don't let them dictate strategy. That's your job.
- Find people with fire in their bellies -- so they work with a sense of passion and urgency.

Summaries.Com

The Ultimate Business Library



We condense **300+ page** business books into **8-page** summaries.

By reading summaries, you'll get the **key ideas** in **30 mins**, so you can spend more time turning your ideas into **dollars**.

Knowledge is Power — Invest in Your Future

For just **\$2 per week**, you will...

- Learn from the mistakes and success of the smartest people in business;
- Get fresh ideas, strategies & motivation that could be worth millions to you;
- Follow emerging trends, so you can catch the wave before your competitors do;
- Catch up on the classics you always wanted to read.

1,000 Top Business Book Summaries

Our catalog includes summaries on a range of topics for aspiring entrepreneurs, managers, and consultants.

BUSINESS PLANS

MANAGEMENT

PRESENTATIONS

SALES

LEADERSHIP

MOTIVATION

STRATEGY

AND MORE

