

YOUR MARKETING SUCKS

MARK STEVENS

MARK STEVENS is president of MSCO, a marketing firm which specializes in ROI (return-on-investment) marketing. Mr. Stevens is an entrepreneur, consultant, advisor and business builder. He is also the author of *Extreme Management* and *The Big Eight, SuddenDeath: The Rise and Fall of E.F.Hutton*.

The Web site for this book is at www.yourmarketingsucks.com.

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MAIN IDEA

Too many marketers fall into the traps of:

- Trying to do something which cannot be measured – like building “mind share” whatever that means.
- Thinking only in terms of how much budget they have available – “This is a \$x million marketing campaign”.
- Trying to win the creative awards given by the advertising industry.
- Camouflaging excessive spending as “marketing” and therefore essential.

When you come right down to it, however, there is only one rational reason to do marketing. For every \$1 you spend on marketing, you want to generate more than \$1 in additional sales. This is the essence of what is termed “Extreme Marketing”. In this form of marketing, you know the precise return-on-investment (ROI) your marketing is generating, otherwise you stop marketing. Extreme Marketing demands that your marketing produce tangible and measurable results in terms of actual sales rather than the usual array of intangibles favored by more traditional marketers – brand awareness, mind share, corporate visibility, etc.

In practice, Extreme Marketing counters the 8 common myths of marketing:

1. *“Doing any marketing is better than doing no marketing at all.”*

That’s crazy. Unless your marketing is generating more sales than it costs, stop immediately. You’re better off saving your money.

2. *“Advertising and marketing are one and the same.”*

Incorrect. Advertising is about spending money. Marketing is about making sure you get a return on the money spent advertising.

3. *“Good marketing positions a product as being sexy/beautiful/creative.”*

Wrong. Good marketing generates sales. The most effective ads are often very plain because they’re packed with information.

4. *“Salespeople aren’t really part of the marketing process.”*

Incorrect. Salespeople are the centrepiece of the whole process. Unless they can sell, nothing will happen.

5. *“With the right training, any salesperson can become a good closer.”*

Forget it. No amount of training can help a weak salesperson. Instead, find great salespeople and pay them extremely well.

6. *“Great marketing agencies are the ones that have won lots of awards for creativity.”*

Extreme Marketing works on the principle the best ads produce the greatest number of sales for the least expense. That’s it.

7. *“Great marketing is dreamed up by exceptional creative types who do nothing else but come up with new ideas all day long.”*

Wrong again. Only a salesperson knows what makes the prospect buy. Talk to them and you’ll get far more useful ideas.

8. *“Good marketing is based on rules – like a 1-percent return on direct mail is acceptable and spend 6-percent on advertising.”*

Hogwash. Every company and every product is different. Make your own rules, and then achieve what you set out to do.

The great thing about Extreme Marketing is that it is centered squarely on the one transaction that builds a business – making sales. Instead of finishing there, Extreme Marketing starts there and reverse engineers all other aspects of the marketing process so they lead to the sales transaction. Extreme Marketing also means cutting through the cloud of mythology that has built up around marketing and focuses on generating sales, not looking good. The fact that Extreme Marketing lives or dies on the results it achieves in terms of sales is also a very strong plus.

“Why on earth would I say that your marketing sucks? Because, in fact, the marketing at most companies – big and small – has little, if anything, to do with what is needed to grow the business. Most marketing does suck. And it does because people haven’t thought through what they are trying to accomplish before they start spending money on marketing.”

– Mark Stevens

The Ten Rules of Extreme Marketing

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| 1 | Always calculate your ROI | Only do marketing that brings in more than \$1 in sales for each \$1 spent. |
| 2 | Focus on growing your business | Worry less about the tools of marketing and more about the results. |
| 3 | Put salesmanship front & center | Use someone who can sell to do marketing, not someone who writes ads. |
| 4 | Start with a blank page | Ignore what others are doing. Start from scratch and rethink everything. |
| 5 | Go to extremes | Be bold, have fun and get people to fall in love with your product. |
| 6 | Use integrated marketing | Get your marketing noticed by using multiple channels simultaneously. |
| 7 | Harness marketing synergy | Every \$1 on marketing should both generate sales and create leverage. |
| 8 | Always test your marketing ideas | Before spending, test extensively so you already know the results. |
| 9 | Make your easiest sales first | Sell more to the people who already know you before venturing further afield. |
| 10 | Implement what you’ve learned | Halt all marketing until you can definitively prove you’re generating sales. |

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