

LEARNING MADE EASY



6th Edition

Marketing

for
dummies[®]
A Wiley Brand



Use marketing strategies
to build brands and ROI

Master SEO, e-commerce, video,
digital, social and mobile channels

Apply psychology to win
loyalty and lifetime value

**Jeanette Maw
McMurtry, MBA**

Marketing and consumer behavior expert,
keynote presenter, and instructor



Marketing

6th Edition

by Jeanette Maw McMurtry, MBA

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Marketing For Dummies® 6th Edition

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Introduction

Marketing is part science, part art, and many parts technology, and is truly one of the most fulfilling roles you can play in business.

Science gives us data and analytics to understand and predict consumer behavior. Psychology sheds light on what really drives thoughts and choice. Art enables us to creatively engage and speak to consumers, and technology allows us to communicate personally and powerfully, and deliver on customers' expectations for products, marketing, and purchasing options. The key to successful marketing for any brand, business-to-business (B2B) or business-to-consumer (B2C), is to skillfully blend all of those tools and more.

Given how fragmented consumers' attention is from daily exposure to thousands of ads, all the social media channels on which we live, and the many shopping options consumers across industries now demand, it's increasingly important to craft a marketing plan designed to deliver strong returns on marketing investments as well as sustainable sales.

On top of all that, the fundamentals of human behavior remain unchanged, yet the rules of marketing continue to change. This book contains the insights, tips, and tactics you need to build successful and sustainable brands, marketing programs, and campaigns. Whether you are a small business owner or operator, or a marketing executive of a large enterprise, *Marketing For Dummies* enlightens you on what really drives consumers to purchases and loyalty, and how to build and execute messaging, pricing, experiences, direct and

mass marketing campaigns, and selling strategies to achieve lifetime value.

Reading this book gives you an actionable understanding of tactics, technologies, and channels that can help you succeed in a consumer-driven world. When you finish this book, you'll know how to best get your products to market, engage consumers on profitable journeys, and compete in ever-changing markets and an increasingly consumer-driven world.

Marketing isn't for the fainthearted, but it is for those who love fun, creative, and exciting challenges. You are limited only by the limitations you put on yourself. Get set. Go. And have fun!

About This Book

The main rule of marketing today is that you can't blink. Few areas of business, if any, move as fast and change as often as marketing. This sixth edition of *Marketing For Dummies* serves as your guide for strategy and execution. It also helps you think about marketing at a higher level, and guides you in crafting successful marketing plans and campaigns that will help you build any brand and your own career in this exciting and ever-changing field.

Ultimately, *every* marketer, regardless of your business, size, or industry, can benefit from this book's insights on how to engage complex and demanding consumers, efficiently deploy the tools, channels, and technologies you have at your fingertips, and measure the impact of all you do, down to the individual customer level. These pages hold the key to executing successful customer journeys and experiences as well as direct mail, email, digital, and print campaigns that drive sales and

profitability and, of course, tell you how to do all this while reducing costs and increasing efficiencies.

This book caters to everyone who wants to influence behavior and attitudes, whether you manage a business, political campaign, public service department, or nonprofit, or are an independent consultant. It helps you lay the foundation for growing any business by securing lifetime sales and loyalty.

Foolish Assumptions

Even though I admonish you to avoid assumptions about your customers and markets throughout this book, I have made some about you while writing this edition.

- » I assume you're entrepreneurial and have the responsibility and desire to market a brand or product successfully in your current business environment. But I don't assume that you have all the technical knowledge you need to execute successful campaigns today, so I explain each technique as clearly as possible. I also assume you're willing to try new ideas, technologies, and processes to improve sales and grow your organization.
- » Of course, I assume you're willing and able to switch from being imaginative and creative one moment to being analytical and strategic the next, because being successful at marketing requires both approaches. As you read this book, you sometimes find formulas that help you run the numbers and make projections for lifetime value, return on investment (ROI), and cost per customer. Other times, you're guided to use your imagination and think of fun activities to help you communicate with emotional relevance and appeal. But most important, you're guided to think the way

consumers think today and understand how to appeal to the psychology of choice.

- » I certainly do *not* assume you have an unlimited budget. This book provides recommendations for creating programs that you can execute on any budget.

Icons Used in This Book

Look for these symbols to help you find valuable info throughout the text:



REMEMBER When I want to get you up to speed on essential or critical information you need to know to succeed, I mark it with this icon.



TIP This icon flags specific advice you can try out in your marketing program right away. And because you sometimes need the right perspective on a problem to reach success, this icon also highlights suggestions for how to handle the task at hand in an easy manner.



TECHNICAL STUFF The Technical Stuff icon marks information of a highly technical nature that you can normally skip over.



WARNING You can easily run into trouble in marketing because so many hidden mines are just waiting for you to step on them. I've marked them all with this symbol.

Beyond the Book

In addition to the great content in the book or e-book you're reading right now, you can find more marketing tips and suggestions at www.dummies.com by using the search box to look for the "Marketing For Dummies Cheat Sheet." These, plus the numerous narrow-topic books on marketing in the *For Dummies* line, give you lots of additional options for researching your marketing program.

Where to Go from Here

If you read only one chapter in one business book this year, make it [Chapter 2](#) of this book, which explains the psychology of choice and how to trigger consumers' unconscious minds for unthinkable ROI. Unless you know what really drives people's emotions, joys, fears, expectations, aspirations, and other triggers of behavior, you can't be effective in building a sustainable business founded on lifelong relationships with valuable customers.

Perhaps you have a pressing need in one of the many specific areas covered in this book. If elevating your SEO keeps you up at night, start with [Chapter 13](#). If fixing your website is the top item on your to-do list, go to [Chapter 12](#) first. If you need to increase the effectiveness

of your sales strategies and approaches, try [Chapter 16](#). Working on getting better open rates and conversions from email and direct mail? [Chapter 11](#) outlines the elements of impactful campaigns and how to execute them successfully. [Chapter 6](#) helps you build a workable and measureable marketing plan, and [Chapter 9](#) guides you on using and managing many of the current digital tools and tactics proven to build sales and profitability.

Whatever your business and whatever your role, this book provides you with new ways of thinking and doing, all of which are proven to work for businesses both big and small, in the B2B and B2C sectors, and throughout all industries. So start reading, fire up your imagination, and let your marketing light shine.

Part 1

Marketing in a Thriving Consumer Culture

IN THIS PART ...

Learn the nuances of a complex consumer culture and how to engage consumers with diverse attitudes, mind-sets, and values.

Appeal to the psychology of choice, which drives most of our thoughts, attitudes, and behavior.

Create customer experiences that build brand enthusiasm and loyalty.

Chapter 1

Understanding Consumer Values and Mind-sets

IN THIS CHAPTER

- » **Understanding (and embracing) a new culture of consumerism**
 - » **Reaching across and connecting generations**
 - » **Creating trust equity in a low-trust society**
 - » **Building relationships around a common purpose**
 - » **Changing customer behavior with fun experiences**
-

Consumer behavior, attitudes and loyalty constantly change, and more rapidly so in a dynamic market and society. Business owners, managers, and marketing professionals all must pay close attention to these changes and learn to adapt to meet new needs and demands.

The 2020s started out with more change than most of us could ever imagine. The way we shop was not excluded. Loyalty to brands shifted and so did the tendency to buy just for the sake of buying. Consumers starting rethinking what they value most in life and how they purchase. Research firms like Deloitte, EY, McKinsey, and Nielsen have dug deep into how consumers have evolved in recent years and what to expect in the future.

This chapter presents some of those firms' key insights as well as tips for applying them to your marketing programs. I let you in on what you need to know to keep up in all industries and with businesses of all sizes. In this chapter, you get started on a successful marketing journey.

Assessing the New Consumer Culture

A study by NielsenIQ showed the COVID-19 pandemic and its economic repercussions changed how 67 percent of consumers shop. Most said their purchases became centered around necessity more than frivolous wants, and they don't really see that changing anytime soon.

EY's report *US Future Consumer Index 8: Do consumers drive the market or does the market drive consumers?* (covering May 2021–October 2021) showed substantial bumps in the importance of service, quality, price, and, not coincidentally, product availability. These priorities are also not expected to change soon. Add these to the expectations consumers have that brands operate with high environmental, social, and governance (ESG) standards, and it's a whole new world of consumerism for brands across all business sectors.

Kathy Gramling, EY Americas' consumer industry markets leader, summed up the firm's research with the statement that perhaps we are in an environment where the consumer doesn't always decide what matters most, but rather the market forces consumers to make new choices about what's important.

As we explore how markets and consumers have changed, businesses small and large must find ways to

adapt.

Following are examples of change in purchasing behavior sparked by the onset of the COVID-19 pandemic:

- » 50 percent say their values and the way they look at life have changed.
- » 45 percent don't want to go back to living exactly like before the pandemic.
- » 57 percent say they try to save more money than in the past.
- » 60 percent expect to save more in the long term and to be more aware/cautious about spending.
- » 48 percent buy less to save money.
- » 58 percent will continue to focus more on value for money spent in the future.

The dichotomy of the growing emphasis on spending less is that consumers have been conditioned to expect greater levels of convenience, including both online and in-store shopping options, home delivery, and curbside pickup, without paying for these extras.

Another very telling trend that no business can ignore is the sharp rise in e-commerce since 2020. According to the United Nations Conference on Trade and Development, the e-commerce sector of the global economy grew from 16-19 percent in 2020, which was considered a dramatic rise. Online business-to-consumer (B2C) sales for the world's top 13 companies generated \$2.9 trillion in 2020, according to the United Nations report. Global brands you'll recognize from the top 13 that grew substantially while small businesses struggled during the pandemic include Walmart at #1 followed by

Amazon, Schwarz Group, Aldi, and Alibaba, rounding out the top 5.

In the U.S. alone, from 2018 to 2020, online retail sales rose from \$519 billion to more than \$791 billion. The online share of total retail sales grew from 10-14 percent in just those two years. Walmart's sales were up 72.4 percent during this period.

For businesses of any size, the new consumer culture and economic reality can be daunting and invigorating at the same time, especially when you consider that market conditions and consumer priorities have changed, but human nature has not. We are still governed by emotions and attitudes that influence how we think, what we buy, and how we assign loyalty. The availability of affordable technology for crafting and sending messaging personalized to the emotions that trigger behavior among various consumer segments continues to level the playing field.

No matter the nature or size of your business, opportunities are abundant to learn more about your customers and what matters most to them. Staying on top of consumers' preferences and trends is key to success. The more knowledge you have, the faster you'll reach your destination.

Understanding the current marketing environment

With all the channels of communication and technology available today, you can discover just about anything you need to know about your customers' wants, needs, expectations, and much more.

You can also monitor consumers' attitudes, political preferences, and lifestyles on social media and insert your messages into their personal pages and sites they

browse. And you have the ability to analyze their past behavior and scientifically predict their future behavior using real-time data and artificial intelligence that knows few bounds. As a result, consumers expect you to know their specific needs, and engage with them accordingly, if you want their business.

Beyond understanding and communicating with them on an individual level, today's consumers expect you to align with their social, environmental, and even political values. If you don't, many will find a brand that does, no matter how much you've done for them. With all the options available across all business categories, loyalty is becoming harder to secure.

As a marketer today, you don't just have to up your game; you have to play a whole new one if you want to attract and keep customers for the long term, the only way to succeed in a market where barriers to entry are low in many business categories and competitive pressures increase almost daily. You have to change the way you distribute your products and services, how you reach and communicate with your customers and prospects, and how you engage them emotionally, and how to enable them to interact with you. Additionally, you have to offer much more than a great product and value point; you have to offer consumers a fulfilling experience that adds value, happiness, or excitement to their lives.

This book is about doing all the above and more, effectively and affordably, in an up or down economy, for any business in either the B2C or the business-to-business space. It's also for entrepreneurs starting a new business and marketing managers at regional or national businesses wanting to have a big impact on their brand's revenue and competitiveness, and their own careers.

Beyond going through the essentials of building marketing and sales plans, digital engagement, e-commerce programs, promotions, distribution channels, pricing, and many more strategies, this book provides guidance on how to develop emotionally relevant, creative experiences, online and off-line. You discover the power of emotional selling propositions for capturing trial and lifetime value in an increasingly complex consumer culture. I tell you how to analyze marketing campaign data beyond open and click-through rates, measure results, and identify the best ways to spend valuable resources.

Before we get into the how-tos and guidelines for doing these things, you need to focus on the mind-sets and behaviors inherent in a new era of consumerism largely influenced by recent world events, societies divided by misinformation and political agendas, and a volatile economy. No easy task.

Addressing a complex consumer mind-set

Today's consumer mind-set can be summed up in just two words: *distracted* and *demanding*.

Distracted: Levels of distraction from being “present” at any given moment, place, or time just keep growing. A few years ago, adults in the U.S. spent around 11 hours a day looking at a screen. That number is now more than 17 hours a day, according to a study by Vision Direct that projects the average U.S. adult will spend around 44 years of their life staring at a screen. While many of us use screens in our daily work routine, we are relying on screens more and more for our recreational needs, which have gone up substantially since 2020, according to a report by the National Institutes of Health. Other reports

show that we can't be without our phone at our side for more than 2 hours a day. We use our phones to play games, check emails, look for validation on social media, text with friends and even strangers, shop, browse customer reviews, check out locations, and so much more.

Demanding: Consumers are demanding more and more that brands cater to their individual needs and offer multiple options for doing business with them, reward them for their business, and provide experiences worth going back for. Choices are increasingly being made based on a brand's social values, corporate social responsibility, political positions, and ESG actions. Add to all that consumers' high expectations for convenience, fair and affordable pricing, service, quality, shopping options, and the overall experience they get from your brand.

Yep. It's not easy to be in business today, but armed with the right knowledge and tactics, business owners and marketing executives can not only thrive but rise above.

Bridging Generational Gaps

Adding to the complexity of how consumers think is the fact that every generation you target has different expectations and preferences for engaging with brands. Some considerations follow.

Baby boomers, the generation born between 1946 and 1964 represent a strong purchasing power. In 2019 in the U.S., they accounted for \$548 billion in spending. While many of them use digital resources like texting, email, social pages and more for their everyday

information and communication needs, they grew up with radio, TV, and newspapers. Many still use traditional media for their news and shopping information.

Generation X, which represents people born between 1965 and 1980, is active on social media channels like Facebook and LinkedIn, and often turns to their social media network for purchasing advice. Their trust in business and brands has waffled for many reasons over the years because they hit their stride as consumers during an era of social injustice, corporate greed, and much inauthenticity about products, brand values, and more. They tend to align with brands that are transparent and make an effort to understand them and cater to their needs.

Generation Y, also known as millennials, born between 1981 and 1996, had a collective spending power of around \$1.4 trillion as of 2020 and tends to put their money toward brands with strong ESG ratings and practices. They are very adept at using digital channels to research brands before they do business with them. More than 80 percent of millennials seek to purchase from brands with values similar to theirs, and nearly 80 percent want companies to speak out about their positions on current issues. Transparency, authenticity, and reciprocity are key to this generation. Because they grew up largely in a digital-driven world, they use many digital channels, across multiple devices, and are relatively easy to reach. However, millennials do not respond as easily as other generations to targeted marketing campaigns and prefer meaningful, actionable content that aligns with their values and lifestyle, and enables them to make wise decisions.

Generation Z, born between 1997 and 2012, the youngest generation of consumers, has the same drive as the preceding generation to align with brands with values similar to their own. They tend to gravitate toward cause-related marketing as well. This generation is tough to reach through traditional marketing channels because they use ad blockers and apps like DuckDuckGo to prevent brands from tracking their purchasing and social media behavior. The platforms they use most include YouTube, Instagram, Twitter, and other short-form apps such as Snapchat and TikTok. They tend to be persuaded by “influencers,” which has given rise to a whole new marketing genre — *influencer marketing* — and they use social media to validate their own lives.



REMEMBER The best tool you have when fighting the battle for consumers’ attention is a good marketing plan that directs your messaging, actions, resources, and customer experiences across the channels your targeted customers use most while going about their daily lives and making decisions for the short and long term.

Creating Trust Equity in a Low-Trust Society

Every year, Edelman conducts a trust survey to assess the pulse of trust among consumers for business, government, and media. In 2017, the report was summed up as “Trust in Crisis.” In 2022, the theme of the survey is “The Cycle of Distrust.” Not the direction we want our world to be going.