



# UnMarketing: Stop Marketing. Start Engaging.

By Scott Stratten

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**UnMarketing: Stop Marketing. Start Engaging.** By Scott Stratten

**From one of the leading experts in viral and social marketing-market your business effectively to today's customers**

For generations, marketing has been hypocritical. We've been taught to market to others in ways we hate being marketed to (cold-calling, flyers, ads, etc.). So why do we still keep trying the same stale marketing moves?

*UnMarketing* shows you how to unlearn the old ways and consistently attract and engage the right customers. You'll stop just pushing out your message and praying that it sticks somewhere. Potential and current customers want to be listened to, validated, and have a platform to be heard-especially online. With *UnMarketing*, you'll create such a relationship with your customers, and make yourself the logical choice for their needs.

- Shows how to create a mindset and systems to roll out a new, 21st century marketing approach
- Marketing expert Scott Stratten focuses on a Pull & Stay method (pulling your market towards you and staying/engaging with them, leading them to naturally choose you for their needs) rather than Push & Pray
- Redefines marketing as all points of engagement between a company and its customers, not just a single boxed-in activity

Traditional marketing methods are leading to diminishing returns and disaffected customers. The answer? Stop marketing, start *UnMarketing*!

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## **UnMarketing: Stop Marketing. Start Engaging. By Scott Stratten Bibliography**

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## **Editorial Review**

### Amazon.com Review

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### **Seven Deadly Social Media Sins to Avoid**

Amazon-exclusive content from author Scott Stratten



The thing that makes me shake my head the most in the world of social media is the fact that we try to over-

complicate it. Although the tools may be new and virtual, nothing has changed.

People do business first with those they like, know and trust. Social media is as simple as looking at it as a networking event without the need to drive there or the chance of getting cornered by the "creepy guy with scotch." It's about connection and conversation. Even if you don't believe that, it's a heck of a listening tool to see what your target marketing/customers/competitors are talking about. If I offered you a tool 10 years ago that allowed you to do what social media does today, you would have paid \$20,000 a month to access it and today it's free.

So just try to avoid these seven deadly social media sins, and you'll do just fine:

### **Gluttony**

Everyone wants a truckload of followers, a mass-amount of Facebook fans, and a LinkedIn rolodex of thousands. But, especially if you're just starting out, trying to be everything everywhere at once will only dilute your presence and not allow for any momentum. Pick one social media platform and live there first. Build up your presence. Once you get comfortable and feel you have a good audience, then expand to a second one.

### **Sloth**

Checking your Twitter account once a month won't cut it. Trying to have presence on Facebook without being present is a surefire way of having your page taken over by spammers. If you're going to jump into the social media pool, you need to have consistent presence. If you only can commit five hours a week to it, it's better to spend it 45 minutes every day than 5 hours once a week. If it takes you longer to reply to a tweet than it would to mail a letter, you're doing it wrong.

### **Greed**

Social media isn't a new medium to try to push ineffective old marketing messages. It truly is a different world. People are there to build relationships, not buy your stuff (initially). Setting up an automated Twitter program to tweet for you and automatically add followers is a great way to say to people "We don't actually care what you're saying, just buy from us." It would be like sending a mannequin to a networking event with your company logo on it. Yeah, creepy.

### **Wrath**

One of the nice things about social media is its casual, conversational nature. The problem is sometimes people let their guard down and remove their filter. Never say anything in social media that you don't want to see on a billboard with your name, logo, face, and phone number attached, with your client/boss/mother driving by. Google never forgets and social media updates are indexed rather quickly. This has nothing to do with "free speech" but more "what do I want my brand to be associated with."

### **Lust**

I know last weekend in Vegas was "the bomb" because you made out with a "hottie" and you were "so drunk" you threw up in your shoes, but I'm not sure we all need to know that. And inviting me to your Facebook group on how to tone my buns is flattering and all, but remember to try and be professional, at least when it comes to a topic like this. Being human is awesome, being perverted isn't.

### **Envy**

Looking at Lady GaGa having millions of Twitter followers is not going to help your self-esteem when you only have 40. Don't compare your fans/followers/connections count to other organizations. You don't know how engaged they are with them (the more important trait) and you don't know how they got to that number. Focus on creating quality connections, make great content, and your audience will grow organically.

## **Pride**

There is nothing wrong with being proud of your upcoming teleseminar that may be a disguise for a pitch fest. There is something wrong when you post the notice about it on my Facebook wall, my company wall, and send it as a direct message. It's social media spam and it needs to stop. Even worse is tagging people just so they'll think it's about them and they will come look, or inviting your entire Facebook network to your event in San Jose tomorrow night when most live so far away, they would never come. Take a little bit of time and target event invites.

## **Review**

“(INSERT NAME HERE) has written a game changer for (INSERT INDUSTRY HERE). Drop everything and read this book!”—**Famous author who hasn’t read this book**

“This author has paid \$8,000 to be part of my ‘bestselling author program’ and he gets a testimonial as part of his fee. This is it.”—**Bestselling author who has written a testimonial for every biz book out there**

“This book has a great amount of words.”—**Fortune 500 CEO that was at an open-bar event with author and agreed to give testimonial**

“This book is the greatest business book in the world, besides mine.”—**Author who only gives testimonials for people who give him one in return**

*Don't believe every book testimonial you read.*

## **From the Inside Flap**

**Stop marketing. Start *UnMarketing*.**

Consider marketing. It's a vital aspect of running a successful business, but lately its practices have been taking a beating. And why not? Do you like getting cold-called just when you sit down to dinner? Having your mailbox clogged with random offers you immediately toss? Do you listen carefully to the ads that interrupt your favorite TV show? No? If these experiences are "marketing," you—and your customers—probably prefer whatever's the complete opposite.

Instead of trying the same tired methods, what if you could have a new kind of conversation with your customers and prospects? If you're ready to stop marketing and start engaging, then welcome to *UnMarketing*.

Taking an on-the-ground look at the changing landscape of business-customer relationships, *UnMarketing* gives you innovative ways out of the old "Push and Pray" rut, which assumes that messages sent out blindly and broadly will magically lead to loyal, long-term clients. Instead, you'll discover a new, highly responsive "Pull and Stay" approach that brings the right customers to you through listening and engagement, enabling you to build trust and position yourself as their logical choice when they need you.

With a smart take on using social media as a new toolset rather than just a fad, *UnMarketing* features numerous bite-size chapters you can consult and apply according to your unique business requirements. These chapters are all bursting with practical tips and real-world examples, giving you a sense not just of what works (and what doesn't) but of how and for whom.

If all business is built on relationships, then, no matter your enterprise, building good relationships is your business. *UnMarketing* supplies you with a winning approach to stop ineffective marketing and put

relationships first—then reap the long-term, high-quality growth that follows!

## **Users Review**

### **From reader reviews:**

#### **Willie Hickox:**

What do you concentrate on book? It is just for students since they're still students or it for all people in the world, what the best subject for that? Simply you can be answered for that problem above. Every person has distinct personality and hobby for each other. Don't to be obligated someone or something that they don't need do that. You must know how great in addition to important the book UnMarketing: Stop Marketing. Start Engaging.. All type of book could you see on many methods. You can look for the internet options or other social media.

#### **Christine Kaufman:**

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#### **Denise Niemi:**

With this era which is the greater man or who has ability to do something more are more important than other. Do you want to become among it? It is just simple method to have that. What you must do is just spending your time not very much but quite enough to enjoy a look at some books. One of the books in the top collection in your reading list is UnMarketing: Stop Marketing. Start Engaging.. This book that is certainly qualified as The Hungry Hillside can get you closer in getting precious person. By looking up and review this book you can get many advantages.

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