



UnMarketing: Stop Marketing. Start Engaging.

By Scott Stratten

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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:

Phyllis Branson:

Hey guys, do you desire to find a new book to read? May be the book with the name UnMarketing: Stop Marketing. Start Engaging. suitable to you? Typically the book was written by well-known writer in this era. Typically the book untitled UnMarketing: Stop Marketing. Start Engaging. is one of several books which everyone read now. This book was inspired a lot of people in the world. When you read this e-book you will enter the new age that you ever know prior to. The author explained their strategy in the simple way, therefore all of people can easily understand the core of this book. This book will give you a great deal of information about this world now. So that you can see the represented of the world in this particular book.

Daryl Biddle:

The reason? Because this UnMarketing: Stop Marketing. Start Engaging. is an unordinary book that the inside of the guide waiting for you to snap the idea but latter it will zap you with the secret that inside. Reading this book close to it was fantastic author who have write the book in such amazing way makes the content within easier to understand, entertaining technique but still convey the meaning completely. So , it is good for you because of not hesitating having this nowadays or you going to regret it. This amazing book will give you a lot of advantages than the other book include such as help improving your ability and your critical thinking method. So , still want to hold off having that book? If I were being you I will go to the book store hurriedly.

Shirley Wales:

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Kirk Mathews:

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