



“42 Rules of Marketing” Book Excerpt

By Laura Lowell

Subset of the book brought to you by
Happy About

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Getting “Happy About 42 Rules of Marketing”
(<http://happyabout.info/42rules/marketing.php>)

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What are others saying about this book?

"These 42 Rules are gems of advice and gentle reminders that every marketer needs to hear from time to time, packaged in concise, fun-to-read nuggets. If "marketing" is in your title, you need to have this book in your library."

Chris Shipley
Co-Founder, Guidewire Group Inc.
Executive Producer of the DEMO Conference

"Laura's insights in The 42 Rules of Marketing are invaluable. The book is an easy and fun read, and is a great reminder of many of the things that we marketers know intuitively but may have forgotten in the rush of doing our daily jobs."

Brian Lawley
President, 280 Group & Silicon Valley Product Management Association

"This book is full of practical reminders that help marketers stay focused on what works."

Karilee Wirthlin
Founder and Managing Principal, KL Consulting
President, Women in Consulting

"It's an actionable guide for anyone looking to improve the quality of their marketing. Laura's rules have sparked ideas with me and my team and have helped us make a lot of progress. Keep it on your desk, refer to it often and tell a friend."

Melissa Johnson
Director, Annual Fund, Walter A. Haas School of Business, UC Berkeley

"It's a funny, honest look at how marketing really works. Laura has written a book that captures the basics we know about but don't always do."

Kathy Johnson
Co-Founder, Consort Partners

Introduction

The concept of the 42 rules is that almost anything in life can be summarized into 42 distinct ideas that capture the essence of the topic.

I am often asked "Why 42?" In the science-fiction novel turned cult film, *The Hitchhikers Guide to the Galaxy*, the main characters try to find a legendary computer that was asked to find the answer to the "ultimate question of life, the universe, and everything." When they finally reach the computer, the group is told that the answer is simply "42." As I approached writing this book, 27 rules seemed too low, but 51 were way too many. Douglas Adams, the author of *The Hitchhikers Guide*, was on to something when he chose 42. It felt right to me as well.

The 42 Rules of Marketing is a compilation of ideas, theories, and practical approaches to marketing challenges I have been collecting over the past 17 years. The idea was to create a series of helpful reminders; things that marketers know we should do, but don't always have the time or patience to do.

As you read through the rules, I only ask one thing. Don't take them literally. They are composed of interesting stories, anecdotes and observations. Keep the book on your desk as it is intended as an "entertaining antidote" to long, boring conference calls. I suggest you don't read them in order, but flip through them until

something strikes you. If it sparks an idea, or reminds you to do something, then I've done what I set out to do.

Feel free to pass the rules along to anyone you think might benefit from a friendly little reminder. Use them to start a discussion about what other people think the rules should be. I invite you to share your "rules" and be part of an ongoing discussion. After all, these are my rules. What are yours?

2 Marketing Must Result in Sales

Marketing is creative, exciting and dare-I-say fun. Brainstorming ideas late into the night while munching on M&Ms and stale Doritos - what could be better? Throwing ideas around, watching them get better and bigger by the minute - how cool is that? Seeing your ad in print for the first time, or watching the results of an email campaign right after you hit the send button - it is pure adrenaline.

There was a time when brilliant creative was appreciated for being brilliant creative. Now, most CEOs actually want their marketing teams to help sell products. They are holding CMOs accountable for specific performance metrics - like all the other C-level folks at the table.

Marketing folks are, for the most part, not too fond of process, reporting or anything that might limit creativity. At least that's how most non-marketers view marketing people. Some marketers would certainly classify themselves as "right-brain" types, not inclined to documentation, data or discipline. Not everyone fits this description, and it might be hard for some of you to hear. Marketing is one of the last disciplines to apply process, automation and technology to improve both efficiency and effectiveness.

Speaking of effectiveness, what does it mean for a marketing campaign to be effective? Countless "people-years" have gone into trying to answer this question. Everything from click-through rates to brand awareness, net impressions and conversion rates can be used to measure the effectiveness of a campaign.

When you dig a little deeper, things get much simpler. At the end of the day, after all the creative is reviewed and approved, the copy is tweaked and refined, and the lists are scrubbed and de-duped, what really matters is that the campaign helped the company sell more products. Yep - it's that simple.

In the simplest terms, marketing is the way messages about your company, product or service are created and communicated to your customers in order to elicit a positive response. In other words, marketing is the way you create and distribute messages to get people's attention so you can convince them to buy more of your stuff.

The difficulty lies in directly connecting your marketing activities to increased sales. PR, for example, helps increase overall awareness of a company or product. Specific PR tactics like product reviews can even help position a specific product competitively and increase demand for the product. Think about the impact a positive review from Walt Mossberg of the Wall Street Journal has on a new technology product. Most people would agree that a positive review from Mr. Mossberg dramatically increases initial demand for a product. Nonetheless, it is still hard to directly link PR results to increased sales.

But at the same time, it is easy to directly connect other marketing activities to increased sales. Email and direct mail with a specific call-to-action phone number or URL can be tracked directly.

Don't over-analyze the point here. Marketing needs to help sell products. Yes, it is difficult. That's why they pay us the big bucks.

About the Author



Laura Lowell is passionate about helping companies be heard; to get the right message to the right customer at the right time. As a sought after consultant, author, and speaker in Silicon Valley, Laura has shared her pragmatic approach to marketing with hundreds of individuals and companies. Her work on the "client-side" has shaped her approach to marketing. She appreciates what it takes to get things done - in both start-ups and established companies.

Prior to launching Impact Marketing Group, Laura was the Director of Worldwide Consumer Marketing Communications for Hewlett-Packard where she was responsible for planning and implementing integrated marketing campaigns across all HP consumer product lines. Early in

her career, Laura spent several years at Intel Corporation where she was on the start-up team that developed and implemented the Intel Inside® branding program.

Laura's degree in International Relations prepared her for work assignments in Hong Kong and London, after which she received her MBA from UC Berkeley's Haas School of Business, with an emphasis on marketing and entrepreneurship. She lives in Los Gatos, California, with her husband Rick, their two daughters, and their dog.

A Write Your Own Rules

Published by Super Star Press, The 42 Rules book series is composed of books focused on a single topic that condense the fundamental elements of that topic into 42 simple rules.

The books are practical reminders of things you know you should do, but don't. They are fun, easy-to-read reminders and use real life examples to make the point. 42 Rules of Marketing is the first book in the series. Upcoming titles include 42 Rules of...finding the perfect job, parenting, adoption, selling your house and a lot more.

There are two ways to participate in the series: 1) as author of an entire book, 2) as a contributor to one (or more) rules in a book.

Write a book

The author of an entire book will receive 250 copies of the book and a professionally created marketing plan, plus ongoing coaching assistance from Laura Lowell as the executive editor of the series.

Cost: \$4500

Write a rule

The contributor of a rule(s) to a compilation book will receive 100 copies of the book and the contributor's name will be listed next to the rule and in the "about the authors" section of the book, as well as on the 42 Rules web site. Promotional opportunities as part of the 42 Rules series are available for a fee.

Cost: \$750 per rule

Start writing your rules...contact:

Super Star Press
E-mail: info@superstarpress.com
21265 Stevens Creek Blvd., Suite 205
Cupertino, CA 95014, USA

B Interesting Things to Read and Do

I came across a lot of really cool stuff while doing research for this book. I found some interesting, fun, quirky and helpful resources that I'd like to share with you.

If you have other resources you'd like to share, please let me know at laura@impact-mg.com.

Bullfighter: Bullfighter is the epoch-defining software that works with Microsoft Word and PowerPoint to help you find and eliminate jargon in your documents. It may look like a little toolbar with three buttons, but it's actually much more. Bullfighter includes a jargon database and an exclusive Bull Composite Index calculator that will allow you to see -- in an actual window, on your PC display, live -- just how bad a document can be. Bullfighter is freeware originally produced by Deloitte Consulting, now available as a standalone product. Source:

<http://www.fightthebull.com/bullfighter.asp>

Pew Internet and American Life Project: The Pew Internet & American Life Project produces reports that explore the impact of the Internet on families, communities, work and home, daily life, education, health care, and civic and political life. The project aims to be an authoritative source on

the evolution of the Internet through collection of data and analysis of real-world developments as they affect the virtual world.

Source: <http://www.pewInternet.org/reports.asp>

MarketingSherpa: MarketingSherpa is a research firm specializing in tracking what works in all aspects of marketing (and what does not.)

Source: www.marketingsherpa.com

eMarketer: eMarketer is "The First Place to Look" for market research and trend analysis on Internet, e-business, online marketing, media and emerging technologies. eMarketer aggregates and analyzes information from over 2,800 sources, and brings it together in analyst reports, daily research articles and the most comprehensive database of e-business and online marketing statistics in the world.

Source: www.emarketer.com

Online Journalism Review: As part of the University of Southern California's Annenberg School for Communication and funded by USC's Annenberg Center for Education, our mission is the development and continuing education of professional online journalists.

Source: <http://www.ojr.org/>

VeryFunnyAds.com: Source: www.veryfunnyads.com

Moon Ray: MoonRay software offers a host of different features from enterprise-level email management, multi-channel marketing process automation and rule-based triggers, to ROI tracking and testing.

Source: www.moon-ray.com

The Krugle Case Study: Don Thorson was the VP of Marketing at Krugle and was responsible for launching the company at DEMO06. He describes his experience on his blog.

Source: http://donthorson.typepad.com/don_thorson/krugle/index.html

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4. Wikipedia, http://en.wikipedia.org/wiki/Behavioral_targeting
5. "Better, faster, cheaper" as coined by Daniel Saul Goldin who served as Administrator of NASA from 1992 to 2001 and pioneered the "faster, better, cheaper" approach that enabled NASA to cut costs while still delivering a wide variety of aerospace programs.
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15. Pew Internet, & American Life Project

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<http://happyabout.info/linkedinhelp.php>
- Tales From the Networking Community:
<http://happyabout.info/networking-community.php>
- Scrappy Project Management:
<http://happyabout.info/scrappyabout/project-management.php>
- 42 Rules of Marketing: <http://happyabout.info/42rules/marketing.php>
- Foolosophy:
<http://happyabout.info/foolosophy.php>
- The Home Run Hitter's Guide to Fundraising:
<http://happyabout.info/homerun-fundraising.php>
- Confessions of a Resilient Entrepreneur:
<http://happyabout.info/confessions-entrepreneur.php>
- Memoirs of the Money Lady:
<http://happyabout.info/memoirs-money-lady.php>
- 30-Day Bootcamp: Your Ultimate Life Makeover:
<http://happyabout.info/30daybootcamp/life-makeover.php>
- The Business Rule Revolution:
<http://happyabout.info/business-rule-revolution.php>
- Happy About Joint Venturing: <http://happyabout.info/jointventuring.php>