8 — Marketing

From Code to Product
gidgreen.com/course
Definition

“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”

— American Marketing Association
Lecture 7

• The marketing problem
• Inbound marketing
• Viral marketing
• Platforms
Traditional Marketing

- Trade shows
- Billboards
- TV/radio ads
- Print media ads
- Flyers/direct mail
- Email/SMS spam
- Telemarketing

Easier for advertiser

Harder to avoid
Other Names

“Outbound Marketing where a marketer pushes his message out far and wide hoping that it resonates with that needle in the haystack.”

— HubSpot Blog

“Interruption Marketing... is to interrupt what the viewers are doing in order to get them to think about something else.”

— Seth Godin, Permission Marketing
TABLE A: Raw average attendance at ALL exhibitions which reported their visitors in the years 2005-2010. Note that the lack of The Motor Show in 2010 reduces that average by 1500.
Billboards are good for...
TV ads are good for...
Print is good for...
(Local) flyers are good for...
For new media ventures...

- Expensive
- Untargeted
- Not clickable (except spam)
- Unmeasurable
- Unchangeable
- Cultural mismatch
The purchase process
The purchase process

Anyone got experience with a good email list manager?

Hello!

I would like to start build list, should I buy aweber plan or mailchimp.com? Which one is better?
The purchase process
Lecture 7

- The marketing problem
- Inbound marketing
- Viral marketing
- Platforms
Inbound marketing

“Any marketing tactic that relies on earning people’s interest instead of buying it.” — Wikipedia

“Instead of driving their message into a crowd over and over again like a sledgehammer, they attract highly qualified customers to their business like a magnet.” — Rick Burnes, Hubspot Blog
Search engine visibility

- **Inbound marketing** - Wikipedia, the free encyclopedia
  - en.wikipedia.org/wiki/Inbound_marketing
  - For the synonymous term coined by Seth Godin, see Permission marketing. For the product management sense of Inbound Marketing, see Product Management ...

- **Inbound Marketing vs. Outbound Marketing**
  - blog.hubspot.com/Inbound-Marketing-vs-Outbound-Marketing
  - 7 Jul 2010 – An overview of new internet marketing strategy, inbound marketing, and its differences from old strategy, outbound marketing.

- **Inbound Marketing Hub**
  - www.hubspot.com/inbound-marketing-hub/
  - Various HubSpot resources (e.g. webinars, eBooks, blog articles, videos, etc.) on the general topic of inbound marketing.

- **Inbound Internet Marketing Kit**
  - www.hubspot.com/inbound-marketing-kit/
  - Learn how to attract highly qualified customers to your business like a magnet, instead of interrupting people with outbound marketing.
Universal search

- Eye tracking - Wikipedia, the free encyclopedia
- Eye Tracking Inc. - the eye tracking experts
- What Is Eye Tracking?
- Eyetracking Web Usability (usability findings from eye tracker - Usait
- Eye Tracking Demo - YouTube
Blog on your subject

The Absolute Minimum Every Software Developer Absolutely, Positively Must Know About Unicode and Character Sets (No Excuses!)
_by Joel Spolsky_

Wednesday, October 08, 2003
Ever wonder about that mysterious Content-Type tag? You know, the one you're supposed to put in HTML and you never quite know what it should be?

Did you ever get an email from your friends in Bulgaria with the subject line "???? ??????? ??? ????"?
...about your products...

Launch: The all new Basecamp

Jason Fried wrote this on Mar 06 2012 / 279 comments

After a ton of very hard work, and lots of debates and decisions, we’re thrilled to be able to share the all new Basecamp with you.

This has been a company-wide effort. Every designer, every programmer, every sys admin, and every support team member were involved in building this product.
...and a (tiny) bit about yourself

Tom Ward & Zach Waugh join 37signals

David wrote this on Oct 24 / 5 comments

We’d like to welcome two new members of our programming team. **Tom Ward** hails from London and has been active in the Rails community since 2005. He was responsible for the SQLServerAdapter back in the day and has a cool 37 commits[] under his belt for Rails. He’s formerly of **Go Free Range**, the team behind big parts of the GOV.UK project. We’re very happy to have him here, thanks to the great recommendation of fellow UK employee Pratik, who made the connection.

**Zach Waugh** is from Baltimore and the creator of the awesome **Flint** iOS and OSX clients for Campfire. Much of 37signals have already been enjoying Campfire through Zach’s clients, so we are thrilled that he’ll be able to join.

Both guys will of course stay where they’ve chosen to live and work remotely. We have a lot of both web and mobile projects to dig into, so great to have them both here. That now makes 41 of us!
The importance of titles

• Most prominent words on the page
• Highlighted in search engine results
• (Most important for SEO)
• Email subject for subscribers
• Twitter/Facebook anchor
• Title in RSS readers
• Digg/Reddit listings
Some great headlines

The Secret Guide to Video and SEO

Warren Buffett: Top 3 investing mistakes to avoid

How to Quit Like a BOSS

9 Things You Didn't Know About Dreams

How I Screwed Yasser Arafat out of $2mm (and lost $100mm in the process)

How to Make $10,000 per Month

10 Things Every Woman Must Own

3 Nutrition Myths Debunked

12 Mind-Blowing Statistics Every Marketer Should Know
Headlines should leverage...

- Numbers
- Money
- Lists
- Tips
- “How to”
- Secrets
- Humour
- Personal stories
- Warnings
- Questions
- Sensationalism

How to Write Magnetic Headlines

- Why You Should Always Write Your Headline First
- The Cheater’s Guide to Writing Great Headlines
- Do Keywords in Post Titles Really Matter?
- How to Write a Killer “How To” Post That Gets Attention
- 7 Reasons Why List Posts Will Always Work
- 10 Sure-Fire Headline Formulas That Work
- 9 Proven Headline Formulas That Sell Like Crazy
- 7 More Sure-Fire Headline Templates That Work
- Warning: Use These 5 Headline Formulas at Your Own Risk
- The Art of Writing Great Twitter Headlines
Retaining blog visitors
Guest posts

3 pieces of social media marketing advice for eCommerce sites

Wednesday August 14  Ivan Lim

This is a guest blog post from Justin Butlion. Justin is the Content and Social Marketing Manager of Yotpo. Check out his latest posts on the Yotpo blog or contact him directly at justin@yotpo.com
Comments on other blogs

James

Michael, my congratulations go to the Geni people, it has a lovely interface (one of the best I've seen to date) and seems to do the family tree job as well as most. However, I even though I am obviously biased, I believe LivingMemory.com has a better family tree feature and is deals with life and personal history on a much broader scale than Geni.

James
CEO
LivingMemory.com

PS. We launched our open Beta on December 24th 2006. If you are in the mood for a review we sure would appreciate it, whether it be good or bad.

5 years ago
(E-)books

Getting Real
Discover the smarter, faster, easier way to build a successful web-based application. A book by 37signals.

“Every once in a while, a book comes out of left field that changes just about everything. This is one of those books. Ignore it at your peril.”
-Seth Godin

More reviews and buzz

Buy the PDF
$19. Over 30,000 copies sold.
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Buy the paperback
$25. The take-it-with-you version.
If you prefer the portability of paper, the paperback is for you. About 200 pages.

Read it free online
Absolutely free.
The complete book. 16 chapters and 91 essays. Completely free to read online.
Infographics (out of fashion?)

How to: Get More Clicks on Twitter

Write tweets between 120 and 130 characters.
I analyzed the length of 200,000 links containing tweets and found the highest click-through rates (CTRs) were on those that were between 120 and 130 characters long.

Place links about 25% of the way through.
I analyzed the length of 200,000 links containing tweets and found the highest CTRs were on links that appeared approximately one-quarter of the way through the tweet.

Tweet your links at a slower pace.
I analyzed 20 highly followed Twitter accounts; I found that as the speed of link tweeting increased the CTR decreased.

Choose the right words and phrases.
I found that tweets containing "via," "RT," "please," and "check" had higher CTRs than tweets without these words. A user who saw that "for special," "marketing," and "$25 off" had a higher CTR than a tweet that said "10% off.

Experiment using the paper.li system.
Of all the words and phrases I analyzed, the phrase that had the greatest positive effect on CTR was "news papers."

Use action words: more verbs, fewer nouns.

Tweet on the weekends.
I found that tweets posted on Friday, Saturday, and Sunday had higher CTRs than those posted during the rest of the week.

Tweet later in the day.
I found that tweets posted in the afternoon had higher CTRs than those posted in the morning.

By Dan Zarrella of HubSpot
Facebook pages
Twitter tweets

- Status updates
- Links to blog
- Support (public)
- But think about it...
Opt-in email newsletters
Forum hosting

![Forum hosting interface](image)

- **Message Boards**: The world's largest online genealogy community with over 17 Million posts on more than 161,000 boards.

  - **Search for content in message boards**
    - **Names or keywords**
    - **Search**
    - **Advanced Search**
    - e.g. John Smith or Civil War

  - **Find a board about a specific topic**
    - **Surnames or topics**
    - **Go**

  - **Surnames**
    - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Forum posts with link

Looking for a php Q&A script like yahoo answers blurtit or answerbag

I have been searching for a script similar to yahoo answers, blurtit or answerbag. I was wondering if anyone out there has either run across one or has one. I'd even be happy with any ideas on a script that could be modified to act somewhat like one.

I'm a co-founder of Copyscape and building a serious PHP/MySQL Q&A platform called Question2Answer at www.question2answer.org - I thought that might be of interest to readers of this thread.
Build your own brand

- ✔ www.ubertool.com/blog
- ✔ blog.ubertool.com
- ✗ ubertool.wordpress.com
- ✔ forums.ubertool.com
- ✗ twitter.com/ubertool
- ✗ www.facebook.com/ubertool
Search Engine Optimization:
Understanding the Engines & Building Successful Sites

Rand Fishkin – August 2010
But...

The Myth of Dollar Shave Club’s Viral Video

There’s no doubt about it. Dollar Shave Club’s viral video is one of the most successful case studies of 2012. For $4,500 they racked up nearly 8 million views on YouTube and immediately signed up 12,000 people for their razor delivery service. They’re the envy of many marketers.

There are some important things to point out for brands big and small that want to replicate the success of Dollar Shave Club.

1) Although the video only cost them $4,500, the video’s director is the first one to admit that it was done as a personal favor and that a video of similar quality would cost most companies $50,000 (source: Entrepreneur)...

2) We haven’t seen any articles point out that Dollar Shave Club’s CEO, Michael Dubin, worked for Feed Company before he branched out to sell razors. According to his LinkedIn profile, his role at Feed was to “drive qualified, socially influential publishers, bloggers and viewers to the branded online videos of blue-chip advertisers such as Gillette”. So, he knew a thing or two about getting views on videos from the right audience...
And crazy stuff...
Some Tools

- WordPress
- SlideShare
- Disqus
- phpBB
- MailChimp
Lecture 7

• The marketing problem
• Inbound marketing
• Viral marketing
• Platforms
Viral marketing

“A method of product promotion that relies on getting customers to market an idea, product, or service on their own by telling their friends about it, usually by e-mail.”

— Oxford English Dictionary
Viral marketing

Viral arc

Stranger → Visitor → Active User → Referrer

Hearing → Sharing

Money arc

Paying Customer

From Code to Product  Lecture 8 — Marketing — Slide 44  gidgreen.com/course
You can’t force it

“Virality... is asking someone spend their social capital recommending or linking or posting about you for free... The best way to get people to do this enormous favor for you? Make it seem like it isn’t a favor. Make it the kind of thing that is worth spreading and, of course, conducive to spreading.”

— Growth Hacker Marketing, Ryan Holiday
You (often) can’t predict it
Measuring virality

Viral coefficient =

[number of people who registered this month as a direct result of the activity of people who registered last month]

÷

[number of people who registered last month]
Stages of Viral

1. I try the product
2. I think it is great
3. I want to share it
4. I have a way to share it
5. People get my “share”
6. They go try the product

\[ 50\% \times 40\% \times 75\% \times 100 \times 5\% = \]

Not Viral
Small changes, big effects
Redefining viral marketing

“Any method of product promotion which has a viral coefficient > 1.0

• For a user action of genuine value

• Measured for a time period which is short enough for the company to survive

• Sustainable for long enough for the company to reach much of its market.”

— Me
Network virality

Access is required to determine which of your contacts are on Viber. These contacts will be identified as your Viber contacts, and you will be able to call and send each other messages for free.

Don't Allow  Allow
Invitations

Gid, Your Friends Are Waiting
People on Facebook find an average of 20 friends and family using the Facebook friend finder. Have you found all of your friends? Try it.

Your Email: 

Email Password: 

Find Friends

Facebook won't store your password.

Add Personal Contacts as Friends
See how it works or manage imported contacts.

Your Email: 

Find Friends
Striking a balance

Creating scarcity

Invite a friend to Gmail!
You have 48 invites left...

We hope you and your friends find it hard to make it to this lecture.
Growing larger and sharing Gmail with others is just as easy.

Send Invite
First Name
Last Name
Email:

Add a note
I've been thinking about it... Here's a note...

preview

From Code to Product
Lecture 8 — Marketing — Slide 54
gidgreen.com/course
Exclusivity (+network virality)

Welcome to Thefacebook!

Thefacebook is an online directory that connects people through social networks at colleges.

We have opened up Thefacebook for popular consumption at:

BC • Berkeley • Brown • BU • Chicago • Columbia • Cornell • Dartmouth • Duke
Emory • Florida • Georgetown • Harvard • Illinois • Michigan • Michigan State
MIT • Northeastern • Northwestern • NYU • Penn • Princeton • Rice • Stanford
Tulane • Tufts • UC Davis • UCLA • UC San Diego • UNC
UVA • WashU • Wellesley • Yale

Your facebook is limited to your own college or university.
Gradual collaboration

• Fine for one, even better for many
Self promotion by email

erstma hem und morgen weiter nach aachen. sŽwetter is doll und ich freu mich auf die altn gemaueuer.
hoffe, du hast den rest der woche relativ continent verbracht, ich schreib dann besser nen anderma mehr dazu oder ruf am montach ma an, vorher is kai ziet.
also, aloa

gunder

p.s. hab ne mail von der sabine

Get Your Private, Free E-mail from MSN Hotmail at http://www.hotmail.com.
Self promotion by web

AOL Acquires About.me 4 Days After Official Launch

Kevin Rose is an entrepreneur and General Partner at Google Ventures. Previously Kevin founded Digg (acquired by Betaworks), Revision3 (acquired by Discovery Channel), and Milk Inc. (acquired by Google). Kevin currently serves on the board of directors of the Tony Hawk Foundation.

He has been featured on the cover of Inc. Magazine, BusinessWeek, and RedHerring. Kevin was named a "Top 25 Angel Investors" by Bloomberg, "Top 25 Web Celebrities" by Forbes, "Top 25 Most Influential People on the Web" by Time and BusinessWeek magazines, and one of MITs "Top 35 Innovators under 35".

Notable Investments:
Self promotion by web

Visual Studio

Welcome to the Visual Studio UserVoice site. Let us know what you would like to see in future versions of the Visual Studio suite of products. This site is for suggestions and ideas. If you need to file a bug, visit the Visual Studio Connect site: http://connect.microsoft.com/visualstudio.

**ASP.NET** Runtime/Web Tooling suggestions have moved! All your ideas, including your votes, have been transferred and are searchable in the **ASP.NET** Uservoice forum. Please submit any new **ASP.NET** Runtime/Web Tooling suggestions, or vote on existing suggestions by going to http://aspnet.uservoice.com.

We look forward to hearing from you!

Thanks – Deon Herbert
Visual Studio Team
Self promotion by widget

CNET names the "Top 10 dot-com flops". I knew and remember those lovely days when just about any idea could make money on stupid things like television ads (too bad Purple was now better) and million dollar parties, but at least it was a mit, we LOVED Webvan. We really, really loved them.

4. Defining Web 2.0

added to Richard MacManus' worthy efforts to define Web 2.0 by Richard as well.

 countered by Tim O’Reilly, argues whether or not I’m not smart enough to comment on this - I had to look up follow the conversation. 😃

spend all day, every day, thinking about Web 2.0 aren’t able now its important, and it’s happening right now, but we just

5. Fred Wilson writes another Masterpiece

people eagerly consume it. He’s smart and he doesn’t go on "Posting, Subscribing, and Tagging" is one of his best
Self promotion by widget
Defend your site with a plagiarism warning banner to warn potential plagiarists against stealing your content. Choose a banner from the gallery below and click to add it to your site. Please only use these banners if your content is your own.

More information about preventing and responding to website plagiarism.
Banner growth
Self promotion by printout
Self promotion by transaction
Promotion by incentive

Dropbox's referral program: Earn space by inviting friends to Dropbox!

For every friend you introduce to Dropbox, we'll give you both 250 MB of bonus space up to a limit of 3 GB.

Option A: Send them this link

https://www.getdropbox.com/referrals/NTUyMTg5OTk

Share on Facebook  Share on Twitter

Option B: Invite contacts from your email address book

Username: [Input]  Password: [Input]

Retrieve your contacts
Promotion by incentive

Refer a friend and earn $10 in Groupon Bucks!*

You can earn $10 in Groupon Bucks whenever you refer a friend to Groupon and they buy their first deal.

Your personal referral link: http://www.groupon.com

Mail it
Share it on Facebook
Tweet it
User sharing (weak)
How it looks
The opposite of viral

• Requires many users to work
  – But no motivation for early sharing

• Think smaller
  – Start within niche
  – Fake early users
  – Spread from there

• Or: value for first user
  – del.icio.us
Lecture 7

• The marketing problem
• Inbound marketing
• Viral marketing
• Platforms
“The” app store

Designed for iOS 7

iPad

Quick Links

New to the App Store?

Kids

iPad App Collections

Food & Drink

iPad Game Collections

Top Paid Apps

1. LEGO® The Lord of the Rings™ Games
Now they’re everywhere
Also: Plugin directories

![WordPress Plugin Directory](image)

Plugins can extend WordPress to do almost anything you can imagine. In the directory you can find, download, rate, and comment on all the best plugins the WordPress community has to offer.

27,945 plugins, 547,396,864 downloads, and counting

**Featured Plugins**

**WP Super Cache**
A very fast caching engine for WordPress that produces static html files.

**bbPress**
bbPress is forum software, made the WordPress way
Before the store...
After...

OmniGraffle 6

Need a diagram, process chart, quick page-layout, website wireframe or graphic design? OmniGraffle can help you make eye-popping graphic documents quickly by keeping lines connected to shapes even when they're moved, providing powerful styling tools, and magically organizing diagrams with just one click. Whether you need a quick sketch or an epic technical figure, OmniGraffle keeps it gorgeously understandable.

OmniGraffle 6 is a completely redesigned version of the application, offering integrated Inspector and Stencil windows, a brand new Resource Browser to manage stencils and templates, new artistic Fill and Stroke styles, improved Shared layers, powerful Shape Combinations, better Image Masking and Cropping, and a bevy of other new features....
Outside a plugin

How to display comment count

1. Place the following code before your site’s closing `<body>` tag:

```html
<script type="text/javascript">
/* ** CONFIGURATION VARIABLES: EDIT BEFORE PASTING INTO YOUR WEBPAGE ** */
var disqus_shortname = 'gideongreenspan'; // required: replace example with your forum shortname

/* ** DON'T EDIT BELOW THIS LINE ** */
(function () {
    var s = document.createElement('script'); s.async = true;
    s.type = 'text/javascript';
    s.src = '//' + disqus_shortname + '.disqus.com/count.js';
    (document.getElementsByTagName('HEAD')[0] || document.getElementsByTagName('BODY')[0]).appendChild(s);
})();
</script>
```
With a plugin

SETUP INSTRUCTIONS FOR Wordpress

1. In the left panel of your Wordpress admin, select Plugins.
2. Search for "Disqus" and find the plugin provided by Disqus.
4. Proceed with the onscreen install instructions.
5. In the shortname field, enter your shortname: gidgreen.com/course.

More information about Disqus Comment System 2.74

Description

Disqus, pronounced "discuss", is a service and tool for web comments and discussions. Disqus makes commenting easier and more interactive, while connecting websites and commenters across a thriving discussion community.

The Disqus for WordPress plugin seamlessly integrates using the Disqus API and by syncing with WordPress comments.

Disqus for WordPress

- Uses the Disqus API
- Comments indexable by search engines (SEO-friendly)
- Support for importing existing comments
- Auto-sync (backup) of comments with Disqus and WordPress database

Disqus Features

- Threaded comments and replies
- Notifications and reply by email
- Subscribe and RSS options
- Aggregated comments and social mentions
- Powerful moderation and admin tools
- Full spam filtering, blacklists and whitelists
- Support for Disqus community widgets
Platform channels: Good

• Huge audience
  – Especially if featured!
• Better onboarding
  – Fewer steps
  – More trust
• Integrated billing
• Automatic updates
• Better analytics
Platform channels: Bad

• Extra work
• Lost in the crowd
  – Winner takes all
• Loss of control
  – Reviews and ratings
  – Deployment delays
• Loss of revenue
• No customer contact?