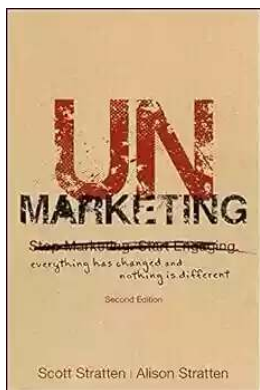


# Unmarketing: Everything Has Changed And Nothing Is Different



Marketing has evolved significantly over the years. With the rise of digital platforms and social media, companies have been forced to adapt and reinvent their approach. Traditional marketing strategies that were once effective are no longer sufficient in today's dynamic landscape.

This is where the concept of unmarketing comes into play. Unmarketing, as the name suggests, goes against traditional marketing techniques. It aims to build relationships, engage customers, and provide value without constantly bombarding them with promotional messages.



## UnMarketing: Everything Has Changed and Nothing is Different by Scott Stratten(Kindle Edition)

★★★★☆ 4.3 out of 5

Language	: English
File size	: 4763 KB
Text-to-Speech	: Enabled
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Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 300 pages
Lending	: Enabled
Item Weight	: 11.24 pounds
Dimensions	: 5.83 x 8.27 inches
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In a world where consumers are overwhelmed with advertisements, unmarketing seeks to stand out by focusing on genuine connections. It emphasizes building trust, listening to customers, and creating experiences that leave a lasting impact.

### The Evolving Consumer

One of the key factors behind the rise of unmarketing is the changing behavior of consumers. Today's consumers are more skeptical and resistant to traditional marketing tactics. They have become adept at blocking out advertisements and seek authenticity in their interactions with brands.

Furthermore, the advent of social media has given consumers a powerful platform to voice their opinions and share their experiences. Businesses can no longer afford to ignore the power of online word-of-mouth and the impact it can have on their reputation.

## **Relationship-Building over Transactions**

In the era of unmarketing, the focus is no longer solely on making a sale. Instead, it revolves around building long-term relationships with customers. This shift in mindset has paved the way for a more customer-centric approach.

Companies are now realizing that customer loyalty and advocacy are more valuable than short-term transactions. By investing in building relationships, brands can create a loyal customer base that will not only continue to support them but also spread positive word-of-mouth.

## **Listening and Providing Value**

Unmarketing prioritizes listening to customers and understanding their needs. It involves actively engaging with consumers, listening to their feedback, and using that information to enhance products, services, and overall experiences.

Providing value is another crucial aspect of unmarketing. Instead of constantly bombarding customers with promotional messages, brands focus on delivering content that is informative, entertaining, or helpful. By providing value to their audience, companies establish themselves as trustworthy and knowledgeable sources in their respective industries.

## **Creating Experiences**

Unmarketing understands that experiences are far more impactful than mere advertisements. Brands need to create memorable experiences that resonate

with customers on a deeper level.

Whether it's through immersive events, personalized interactions, or exceptional customer service, the goal is to create moments that customers will remember and share with others. These experiences build strong emotional connections, leading to increased brand loyalty and advocacy.

## **The Power of Authenticity**

In the era of unmarketing, authenticity reigns supreme. Consumers have become adept at recognizing when brands are being disingenuous or solely focused on their own agendas.

Authenticity involves being transparent, honest, and true to the brand's values. By showcasing the human side of the brand and connecting on a personal level, companies can attract loyal customers who appreciate their genuine approach.

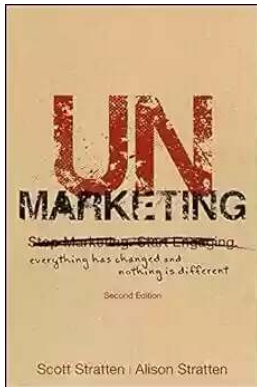
## **Embracing Unmarketing**

While unmarketing may seem like a radical departure from traditional marketing, it is essential for businesses to embrace this new approach. With the rapid advancement of technology and the ever-changing consumer landscape, adapting to the new rules of engagement is crucial for long-term success.

Unmarketing not only helps businesses stand out in a crowded market but also builds lasting relationships with customers. By focusing on providing value, listening to customers, and creating memorable experiences, companies can thrive in the era of unmarketing.

As the saying goes, "Everything has changed, and nothing is different." The core principles of marketing may remain the same, but the tactics and strategies have

evolved. It's time for businesses to adapt and embrace unmarketing to succeed in today's dynamic world.



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UnMarket to build trust and make lifelong customers!

In 2009, Scott Stratten and Alison Stratten wrote the bestselling UnMarketing: Stop

Marketing, Start Engaging

and began a journey that would take them around the world sharing their message of engagement with corporations, entrepreneurs, and students. They are now back with this second edition, because Everything has Changed and Nothing is Different, with all the brilliance of the first edition, plus new content and commentary to reflect the rapidly changing landscape we all live, buy, and work in today.

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 a relationship with your customers, and make yourself the logical choice for their needs. We know you've been told to act like other people, talk like other people, and market like all the people, but it is time for you to unlearn everything and start to UnMarket yourself.

UnMarketing includes the latest information on:

Idea Creation, Viral Marketing and Video, Marketing to Millennials, Authenticity, Transparency and Immediacy, Ethics and Affiliates, Social Media Platforming, UnPodcasting, Word of Mouth, Customer Service, Consumer Advocacy and Leadership.

With examples of what to do, and what not to do, from small business right up to worldwide corporations in areas such as real estate, travel, service, retail, and B2B.



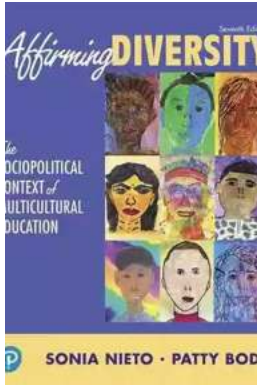
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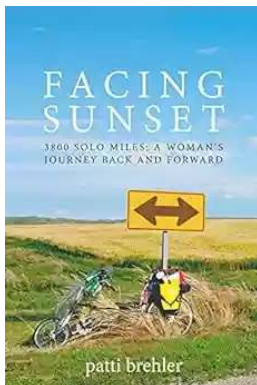
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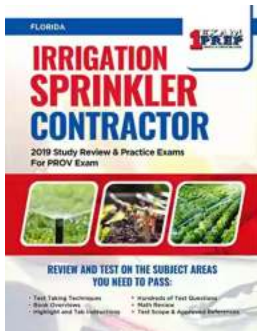
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