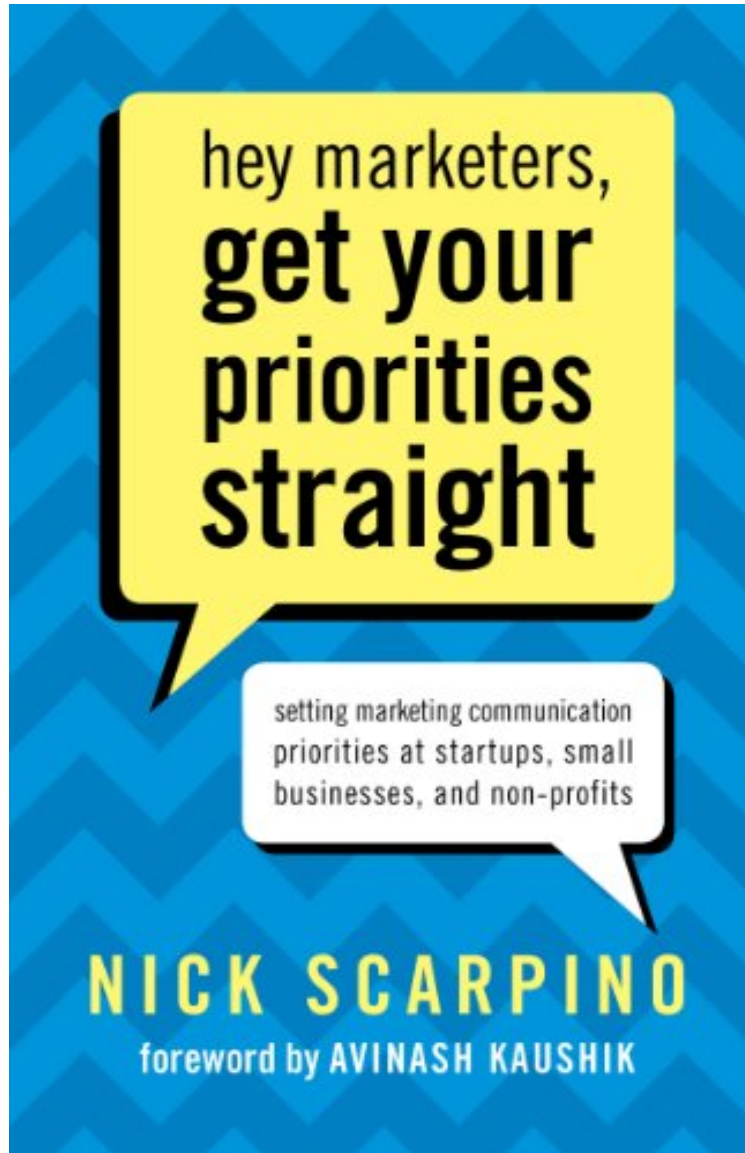


(Download) Hey Marketers, Get Your Priorities Straight

## Hey Marketers, Get Your Priorities Straight

*Nick Scarpino*

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**Nick Scarpino : Hey Marketers, Get Your Priorities Straight** before purchasing it in order to gage whether or not it would be worth my time, and all praised Hey Marketers, Get Your Priorities Straight:

1 of 1 people found the following review helpful. Prioritization [redefined]By Joe Patrick ScarpinoWorking as an administrator at a small private school in Ottawa, Illinois, all marketing usually falls to me, someone with no formal education or experience in the field. This book was ideal for me. It provided me with a starting point, map, compass, and everything else I need to start reaching out to my school's target audience. The text is easy to read, engaging, and definitely thought provoking. I can't believe how many things I highlighted within the first three chapters alone. The

real life examples sent me to my computer several times to check them out. The framework provided in Chapter 5 is priceless, as it will help facilitate and focus our school's marketing discussions/decisions moving forward. Now I'm biting at the bit to share this book with my school's education commission so that we can start brainstorming ideas that are on target, easy to share, and will generate amazing, memorable experiences for our current students, future students, and all members of the Crusader community. Buy it, share it, live it!

0 of 0 people found the following review helpful. Marketing that Reaches the "Average Joe" By Nichole Scarpino Like all loyal siblings, I set out to read my twin brother's book for that reason alone, he's my twin brother! But, after a few pages, I was hooked and realized that although we shared a womb that wasn't why I finished reading the book. There are so many helpful insights I found, that I could connect to the student ministries work that I do for our church. Marketing strategies are not just for those who hold the right degree and work in downtown offices, marketing is for the "average joe", which my brother has helped me to realize. His strategies and tips, especially the RFM+ model, and the [redefined] campaign that he put together while working at IES Abroad, have truly inspired me to re-prioritize how to go about marketing for student ministries. I would definitely recommend this to any reader who wants to grow their business, or their ministry!

0 of 0 people found the following review helpful. Timeless Advice for Making Smart Decisions By Jill Kruidenier I liken the positive impact of this book to that of Dale Carnegie's "How to Win Friends and Influence People." Both are down-to-earth, straight-forward manuals with countless real life examples that will remain popular, relevant, and true throughout the decades. Scarpino's own education and experience in the field of marketing lend expertise and insight that will help any marketing professional succeed. Among many lessons, the major takeaway is that as marketing tactics and platforms evolve, Scarpino's visual framework for prioritization will keep you on task with efforts that will be worth your time, money, and attention. I am certain I will be flipping back through these chapters and reworking my 2D bubble chart continually throughout my career.

For startups, small businesses, and non-profit organizations, the idea of investing time and money into marketing communications can be very intimidating. Deciding between an investment in the next rising social media site, attending an industry trade show, or developing a direct mail program is daunting for businesses with marketing staffs of 20 people. Doing it with just a handful or fewer may seem nearly impossible, as the increasing number of available opportunities can be overwhelming. This book will help you set priorities for your marketing communication investments. It walks through an easy-to-understand visual framework by which all marketing communication tactics should be considered; so as new marketing options come and go, you'll know which ones to embrace and which ones to forget. The book also outlines the five must-have tactics all marketers must do before anything else. Real-life examples are everywhere in this book, making it easy to see exactly how the entire process works.

About the Author Nick Scarpino works at Google, where he uses data to uncover consumer insights for marketers. In his spare time, he writes a popular marketing blog called Never a Lack of Ideas. Over the last 10+ years, Nick has had the opportunity to work in marketing at startups, small businesses, and non-profit organizations. Nick's marketing work has earned numerous national awards for excellence. Nick has a Bachelor's Degree in Marketing from the University of Notre Dame and a Master's Degree in Integrated Marketing Communications from Northwestern University. Nick is passionate about helping companies of all sizes develop engaging marketing communication programs. Nick is also the creator, designer, and publisher of the popular family card game, What's Wild?!