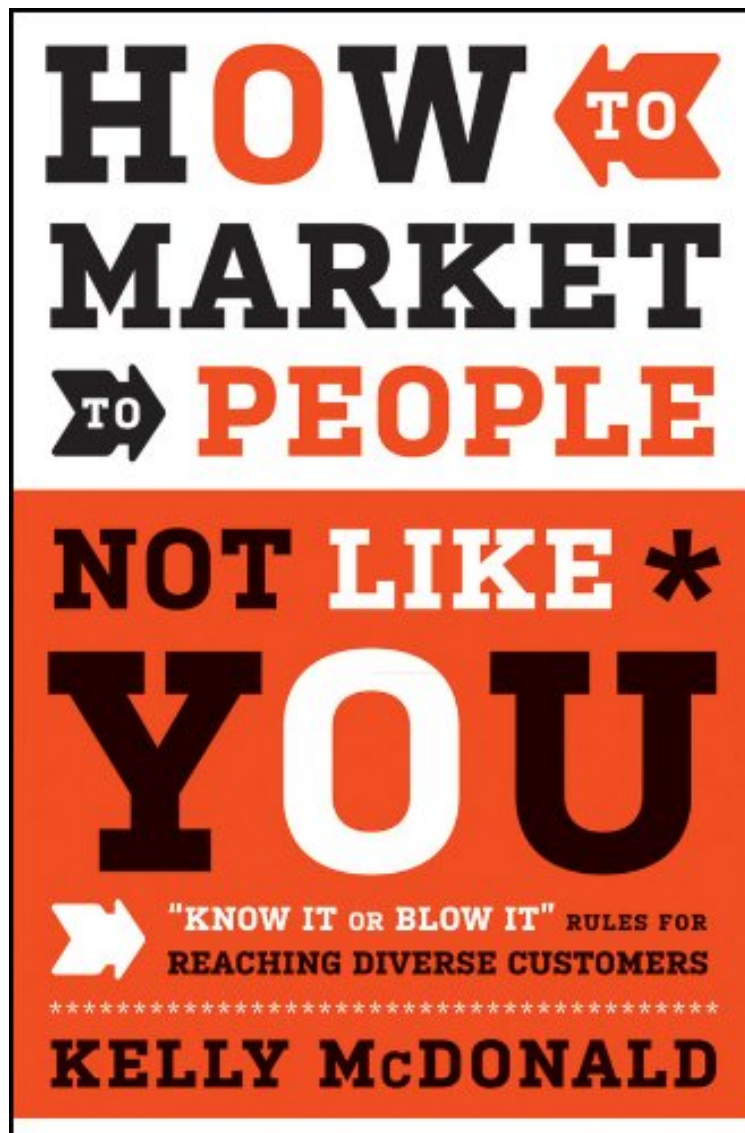


(Read and download) How to Market to People Not Like You: "Know It or Blow It"; Rules for Reaching Diverse Customers

## How to Market to People Not Like You: "Know It or Blow It"; Rules for Reaching Diverse Customers

*Kelly McDonald*

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**Kelly McDonald : How to Market to People Not Like You: "Know It or Blow It"; Rules for Reaching Diverse Customers** before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Market to People Not Like You: "Know It or Blow It"; Rules for Reaching Diverse Customers:

2 of 2 people found the following review helpful. Killer Advice that Translates into Web Marketing as well as Conventional Marketing By Rich Benjamin I have been a marketing professional for over 20 years. In that time, I have

worked with almost every market segment imaginable. I have found Kelly's Book refreshing and invigorating; her approach to each individual market segment starts with the person and focuses on their values. As a Digital Marketer, my team and I have to reach invisible market segments in much the same way. We have to think of a person and their core values; who we are trying to reach - not just to make an impression but to form a relationship with. Kelly is so very likeminded in her writing - a relationship in sales has always produced the greatest results. Kelly goes farther than making a relationship with this book. She demonstrated to the marketers how they should build a market segment blueprint for the construction of a segmented marketing plan. She clears the clutter, digs the footers, and pours great foundations that any program can be built upon, grow, and thrive from. If I had to surmise her marketing principle in one word, no matter what segment she was approaching, it would be "Forethought". Think about your customer, research the customer, and know your product intimately. Kelly McDonald will be a legend in our business, her name will be mentioned in the same ranks as Marketing Pioneers Bill Bernbach, Lee Clow, Jim Durfee, George Louis Hal Rainey. Way to go Kelly, I already recommend this book to all groups, associations, clients that I consult or work with as a MUST read. I cannot wait to read your next book "Crafting the Customer Experience For People Not Like You" 1 of 1 people found the following review helpful. Worth a read - it will make you more culturally aware - lots of tips for smaller businesses

By Felicia I bought this book, because I'm a marketer from Europe, who will work in US and I was interested in the special diversity of the US population. Being a marketing MBA, I was a bit apprehensive reading the first chapters, which summarize the principles of marketing, as there was nothing new to me. BUT of course this is even better for someone new to this field! What's nice though is that there are plenty of examples how to get your business into the right "mindset" and I found the examples especially valuable for small businesses, who might not have a lot of budget to gain customer insight. And it just got better after that! Kelly discusses the major "minorities", such as population size, special characteristics, main insights, and other ways in which one can split different groups of people, really, such as vegetarian, moms etc. The insights gained from different groups via focus group research are interesting and eye-opening. And that's kind of the only thing that I would critique - the book does heavily rely on qualitative insights from focus groups, which are rich insights indeed. But I think that every business should follow-up with quantitative research after qualitative one to confirm insights on a larger, more representative scale. Nevertheless, this book is a nice introduction into the topic of multi-cultural marketing, it is eye-opening and makes you more culturally aware and as I said before, I think it is especially actionable and helpful for smaller businesses as it's full of practical advice how to gain insights into your customers inexpensively. 1 of 1 people found the following review helpful. Real World Approach to Innovative Marketing Strategy!!!

By Quincy Johnson When I first started reading this book, it was because I had to for my International Marketing class. However, after I got a bit further, I realized that this was in fact a book I needed to read if I intended to become a Marketing professional. This book is relatable on so many levels, and it helps to convey complex strategies in an understandable format. As the world changes daily, I feel that the way we learn to connect to this changing world should adapt as well. McDonald taps into the very diverse nature of our society and relates it with Marketing so that any individual seeking to grow their business will be able to do so without compromising core values or focus. Also by using real world examples, McDonald is able to reinforce how her theories align with success in Marketing today. I am definitely a believer and will be following this movement!

Reach new and diverse customer groups and expand your market share The standard approach to marketing is to look for as many people as possible who fit one core customer profile. How to Market to People Not Like You challenges this traditional thinking about core customer bases, giving you a new approach to expand your customer base and your business. Arguing for focusing on customer values rather than demographics, How to Market to People Not Like You reveals how you can grow business and profits by targeting those who are different from your core audience, rather than those who share similarities. Reach unfamiliar new market segments with your products Learn how to engage micro-segmented customer groups Author's company was named one of the top ad agencies in the US by Ad Age Find out How to Market to People Not Like You, understand the needs and values that distinguish diverse customers, and reach their hearts, minds, and wallets.

From the Inside Flap If you could grow your business simply by marketing to your existing customers, making money would be a cakewalk. But to generate new revenue, you have to win over the customers you're not getting. Who are these mystery customers? How are they different from your current clientele? Most importantly, how do you forge a bond with them across these differences? Using real-world examples from successful business owners, How to Market to People Not Like You demonstrates how to create a deep, emotional connection between your products and new consumers. Forget "spray and pray" promotion. It's time to narrowcast, get to know, and then deliver a welcoming message to a specific group. You have to research new customer segments and learn what they need. Then modify your product offerings to communicate that you value that customer. You say to them, "I see you, I value you, and I want you. I'm putting out this welcome mat just for you." This book can take you from tentative newcomer to trusted name among any community. You'll learn: The do's and don'ts of marketing to women, immigrants, Hispanics, African Americans, and Asians; How to identify the key value differences according to political views, sexuality,

hobbies, rural vs. metro areas, military vs. civilian cultures, vegetarians vs. omnivores, and much more; How to tweak your product or service to be relevant to a new customer group; Communicate in a relevant manner by showing respect for others' cultures, values, language, and priorities; Create messaging that resonates with each generation's unique values; and Make sure you're operationally ready and operationally friendly, meaning that you can make a customer feel comfortable throughout a transaction

Understanding your customers' values is the key to truly reaching them on an emotional level, because who you are is not defined by your age, your country of origin, or the color of your skin; it's about your values. Understand that, and you will reach new customers' hearts, minds, and, ultimately, their wallets.

**From the Back Cover**"In our business, we need to build the brand, but we need to generate sales day in and day out, too. Kelly understands this and knows how to target consumers with marketing strategies that drive sales." —Mark Barnes, COO, Volkswagen of America "Kelly was my boss at my first job after college and taught me how to put into action the marketing principles I learned in school. I still use the marketing strategies I learned from her to move Nike's business forward." —Marc Patrick, North America Brand Director, Athletic Training/Field Sports, Nike "We use Kelly's company to guide our marketing efforts to the U.S. Hispanic market; a market critical to our future. Kelly and her team have a keen sense of the important cultural and business nuances that resonate with this customer segment." —Roberto Martinez, Senior VP, Marketing and Strategy, Cash America International "Kelly's understanding of customers today; and customers tomorrow; is impressive. She takes a complete look at business and helps business owners identify the steps they need to take to keep their companies healthy and relevant to the different needs of diverse customers. That's what is required for business survival today." —Harry Hall, North America Sales Manager, DuPont Performance Coatings "We've hired Kelly to speak at our convention four times in four years. I have yet to encounter another speaker who is as fluent in her area of expertise and able to share insights any better, or with more humor. Kelly has the extremely unique ability to personally connect with an audience and help them see what makes us all the same, but wonderfully different." —Jay Kassing, President, Marquis

**About the Author****KELLY MCDONALD** is the president of McDonald Marketing, which Advertising Age named one of the top ad agencies in the United States across all disciplines in 2009. She worked in top positions for global ad agencies before starting her own marketing company in 2002. Her agency's clients include Toyota, Sherwin-Williams, Miller Coors, Harley-Davidson, and State Farm Insurance.