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What Is Effective Marketing?

When it comes to marketing to our customers and prospects many of us like to talk about the products and services we can provide to them. In past newsletters we've talked about sharing case studies and testimonials from current customers as a better way to market. The following quote is from Seth Godin's book *Tribes*. It is his definition of effective marketing:

"Marketing is the act of telling stores about the things we make – stories that sell and stories that spread. Marketing elects presidents, and marketing raises money for charity. Marketing also determines if the CEO stays or goes. Most of all marketing influences markets."

Marketing used to be about advertising, and advertising is expensive. Today, marketing is about engaging with the tribe and delivering products and services with stories that spread."