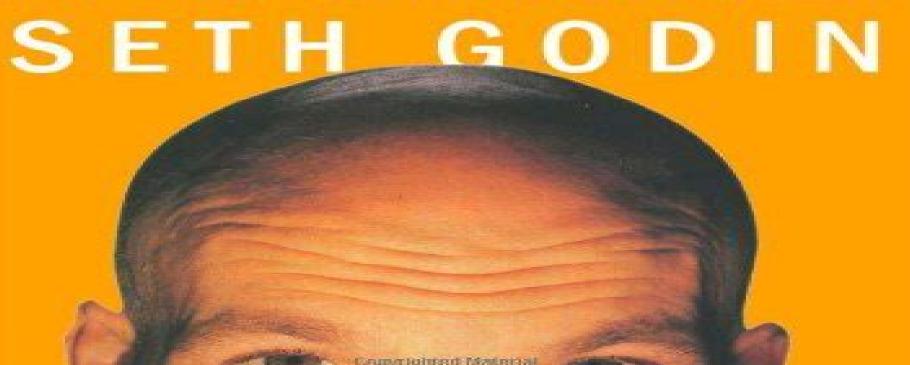
Internet Marketing Pioneer Seth Godin says he wants to change the way almost everything is marketed today. Will you give him permission to show you the future?

# PERMISSION MARKETING

TURNING STRANGERS INTO FRIENDS, AND FRIENDS INTO CUSTOMERS



# **Permission Marketing Summary**

Xiaolong Qi

#### **Permission Marketing Summary:**

SUMMARY - Permission Marketing: Turning Strangers Into Friends and Friends Into Customers by Seth **Godin** Shortcut Edition, 2020-11-05 Our summary is short simple and pragmatic It allows you to have the essential ideas of a big book in less than 30 minutes By reading this summary you will discover permission marketing an alternative way of looking at advertising communication You will also discover that the classical forms of marketing work less and less well today to be effective an advertising message must be relevant and personalized permission marketing is based on an expected and interactive communication with the customer permission marketing is based on an expected and interactive communication with the customer permission to exchange information builds a trusting relationship over time The consumer society and the rise of the Internet have revolutionized the way we think about buying We are bombarded with advertising messages on a wide variety of media But this communication is no longer as attractive and marketing must now reinvent itself to remain effective This is what permission marketing does by making advertising desirable and useful not intrusive Buy now the summary of this book for the modest price of a cup of coffee **Permission Marketing**, Marketing Seth Godin, 1999-07-14 The man Business Week calls the ultimate entrepreneur for the Information Age explains Permission Marketing the groundbreaking concept that enables marketers to shape their message so that consumers will willingly accept it Whether it is the TV commercial that breaks into our favorite program or the telemarketing phone call that disrupts a family dinner traditional advertising is based on the hope of snatching our attention away from whatever we are doing Seth Godin calls this Interruption Marketing and as companies are discovering it no longer works Instead of annoying potential customers by interrupting their most coveted commodity time Permission Marketing offers consumers incentives to accept advertising voluntarily Now this Internet pioneer introduces a fundamentally different way of thinking about advertising products and services By reaching out only to those individuals who have signaled an interest in learning more about a product Permission Marketing enables companies to develop long term relationships with customers create trust build brand awareness and greatly improve the chances of making a sale Permission Marketing of Informediaries in M-Commerce Advertising Ali-Reza Moschtaghi, 2002-03-12 Inhaltsangabe Abstract The expectations for M Commerce are very high The mobile user seeks for facilitation of his daily habits and companies anticipate generating high revenue stream through new mobile applications After telecommunication companies have paid high prices for the UMTS licenses in Europe M Commerce has started to be the new hype In those countries which did not have auctions but beauty contests M Commerce has been also shifted into the spotlight Although M Commerce is still in its infancy it predicts to have a huge impact on many ways of people s lives New buzz words like anywhere and anytime have evolved in order to describe the great potential of M Commerce Growth opportunities in terms of new arising mobile business models seem promising but only the future will be able to answer the question of success Mobile devices offer a broad range of opportunities from

entertainment service e g music games or video up to transactions e g banking shopping auctions It is still unclear if all the emerging opportunities can be commercialized successfully Nevertheless many scenarios of how the world could be like in the future have been made Below an excerpt of the daily routine of a future mobile user is presented Nancy D Amato prepares to leave her office just before five o clock She uses her mobile phone for a quick check of the local weather forecast sees that fines conditions are expected for the evening and decides to leave her umbrella by her desk Nancy is due to meet her boyfriend Peter at seven o clock so she has two hours in town to waste As soon as the clock reaches five she receives a text message telling her that the bar across the street has a happy hour when drinks are cheaper Nancy deletes the message almost without reading it She has given her mobile service provider permission to send her unsolicited local promotional messages after five otherwise she would have to pay a higher subscription rates but that does not mean she actually has to read the message does it Five minutes later another message arrives with a coupon offering a discount at the local branch of her favorite coffee bar She shows the coffee shop attendant the numbered message on her phone s screen and he keys in the number on the till when charging for the coffee Now comfortably seated with her cappuccino Nancy begins to plan her evening She uses her mobile to check which movies are showing nearby after seven **Summary: The Mesh** BusinessNews Publishing, 2014-10-28 The must read summary of Lisa Gansky's book The Mesh Why the Future of Business Is Sharing This complete summary of the ideas from Lisa Gansky's book The Mesh shows how mesh companies harness a fundamentally different business model than traditional businesses they provide customers the temporary use of the goods and services they need at the exact moment they need them after which those goods can be returned or recycled In her book the author explains how a new model is starting to take root and grow one in which consumers have more choices more tools more information and more power to guide those choices and how you can use this new model to benefit your business This summary is a must read for business people who want to learn more about the next big business opportunity Added value of this summary Save time Understand key concepts Expand your business To learn more read The Mesh and find out how you can take advantage of the new business model and offer customers that something different Summary: Loyalty.Com BusinessNews Publishing, 2014-09-29 The must read summary of Frederick Newell's book Loyalty Com Customer Relationship Management in the New Era of Internet Marketing This complete summary of the ideas from Frederick Newell s book Loyalty Com shows how Customer Relationship Management is the process of making it easier and easier for customers to do business with you because you understand what they need better than anyone else In his book the author demonstrates some proven techniques for nurturing the company customer relationship and how to find out what customers want and act accordingly This summary will teach you how to adopt the correct techniques to take advantage of this strategy and the benefits that it could bring to your business Added value of this summary Save time Understand key concepts Expand your knowledge To learn more read Loyalty Com and learn how to create great relationships in order to increase your company s

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