



MARKETING PHILOSOPHY & CORE PRINCIPLES

An introduction

OVERVIEW

Marketing: a force for good 🚀

Authenticity wins

Bullcr*p marketing isn't worth it

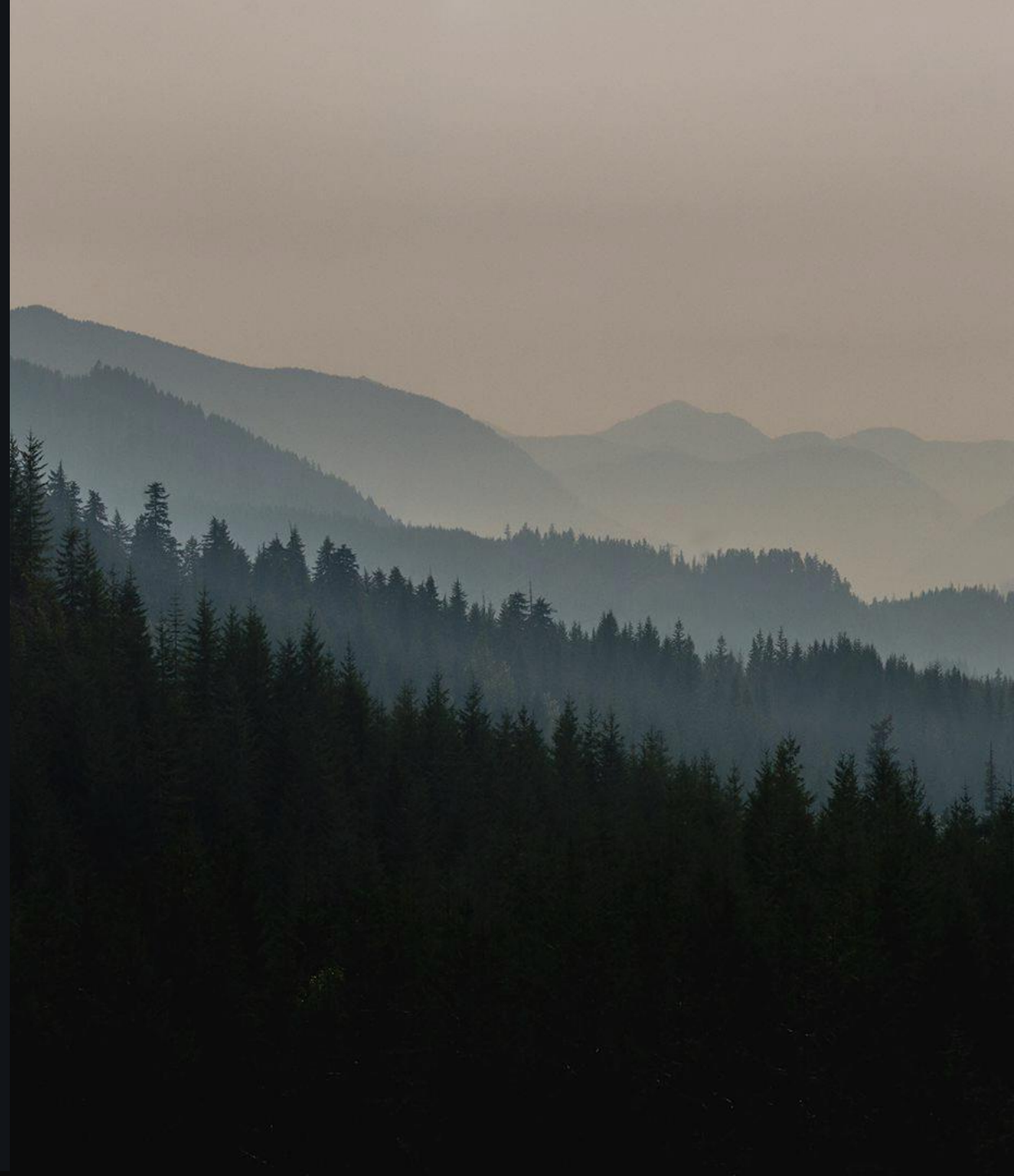
Audience centricity

Bootstrapping mindset

The tech-inclined advantage

Early adopter advantage

Content creators are the best marketers



MARKETING

Definition

Marketing is simply getting attention from the right eyeballs 👁️ at the right time. 🕒

Done right, marketing is solving a need.



AUTHENTICITY

This is the direction marketing as a discipline is headed.

Bulcr*p Marketing Trends

1990s

Keyword stuffing

Shove as many keywords as possible onto your webpage – or use invisible text to do it.

Early 2000s

Pop-up ads and spam

Showed up everywhere on every website and in email inboxes.

Mid 2000s

Link farms

Doorway pages built to just link to other websites to send fake signals of authority.

2010s

Fake reviews and clickbait

Increased mistrust in more widely-used platforms by inflating perceived value.

2020s

Misleading influencers

Unclear if content created by influencers was a paid promotion or not.

2020+

Deepfake and AI trickery

Misleading authentic messaging and content with use of deepfake tech and AI.

Audience Centricity



Understand



Segment



Build relationships



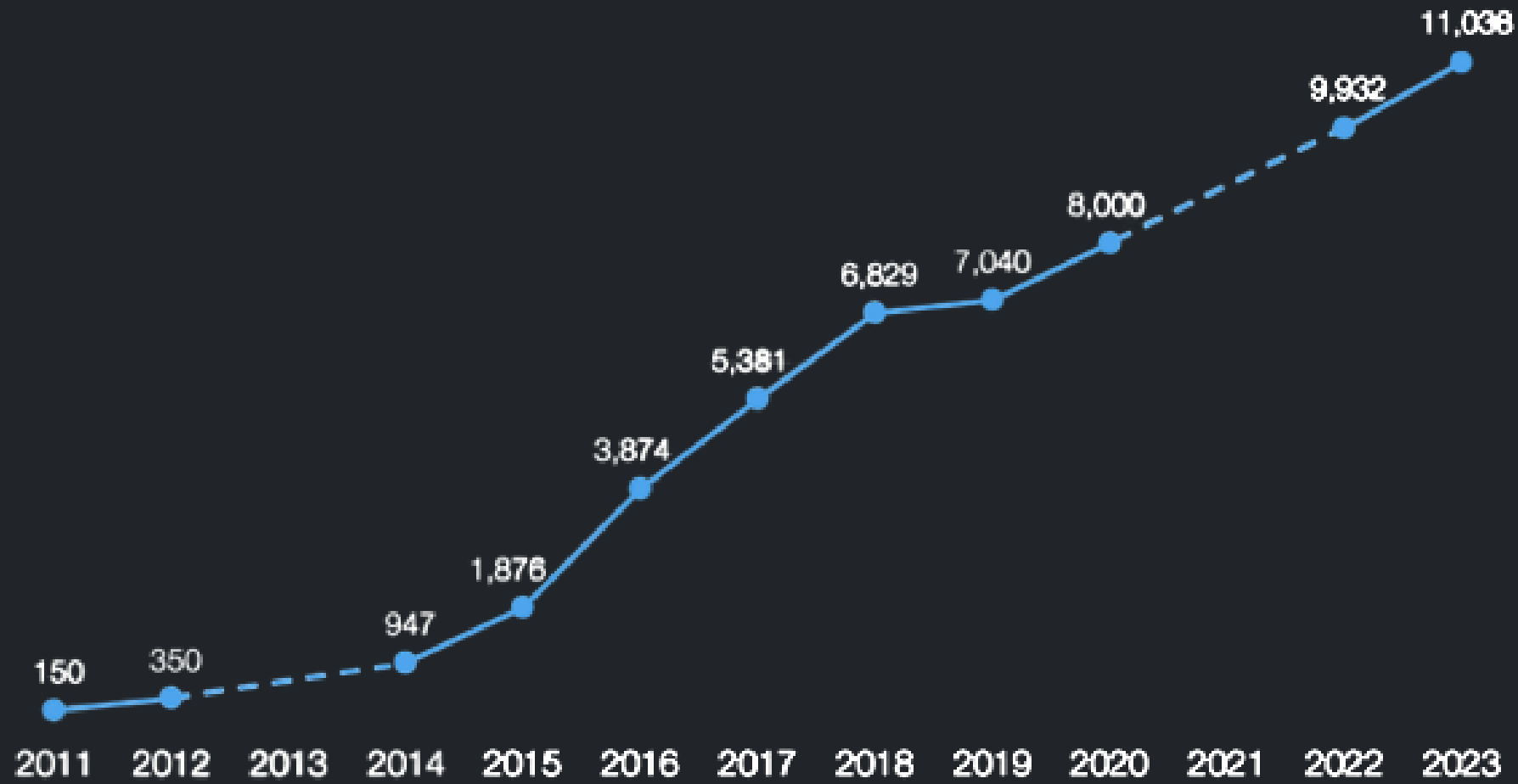
Collect feedback

Bootstrapping

Leveraging existing resources and minimizing expenses to grow organically.



MarTech Platforms



7,258%
growth
over 12
years

Crossing the Chasm



Content creators

have grit, tenacity, understand their platforms, and are masters of growth hacking.





THANK YOU