

-- Speaker 0 00:00:01 Okay. So this is podcast number two of the worry free marketing podcast. And, uh, this is Matt and Chad. We are co owners of worry free marketing.

Speaker 1 00:00:12 That's right. Welcome Matt to Ryan, Chad lane, your hosts. We are here to host you and help you.

Speaker 0 00:00:21 So we are now ready for liftoff. So the first question

Speaker 1 00:00:26 We have to stop, or people are just asking later, so now they're going to go screw these guys. I'm done. I am switching to a podcast about something else. Yeah.

Speaker 0 00:00:35 If this is marketing, I don't want it. Which is

Speaker 1 00:00:37 Exactly. Which is what this podcast is about. I think like what is marketing anyway? People like they have these different definitions. So we decided we should tell people what we think it is.

Speaker 0 00:00:46 That's precisely correct. Because the first, the first podcast was super meta

Speaker 1 00:00:50 And it was about how you name things.

Speaker 0 00:00:53 No, we actually named the podcast. It only took us 21 minutes.

Speaker 1 00:00:58 Yeah. Well, that's true. And when you think about it, 21 minutes to name a podcast relates into that. No.

Speaker 0 00:01:02 Sometimes people spend years.

Speaker 1 00:01:05 Yeah. Trying to name it and not even never recording a podcast. Right? Yeah.

Speaker 0 00:01:10 That's good. That's good. We're ahead of the curve on that, perhaps. Okay. So now Matt, I think we are going to define marketing because marketing is in the name of the podcast and we keep saying that word over and over again. So we should define it.

Speaker 1 00:01:24 Should we also define meta since you used meta? I actually don't know how many, I guess if they're listening to a podcast, they probably know what it is or they can just Google it, just Google, meta MVTA in terms of how we're using it. If you don't know what it means that Chad and I are really big on making sure people understand the terminology that's being used, both in when we're listening or when we're talking or whatever. So everyone can, um, just have the most understanding and fulfillment from a conversation. So you'll notice us define things so that we're all on the same page as you listen to our podcast.

Speaker 0 00:01:53 Yeah. Yeah. True.

Speaker 1 00:01:56 Right. So can we talk about marketing? What is that?

Speaker 0 00:01:58 What is it? What is it? What's its purpose.

Speaker 1 00:02:02 Yeah. Cool.

Speaker 0 00:02:05 I mean, I think from a, as simply stated as possible

Speaker 1 00:02:11 Yeah.

Speaker 0 00:02:12 In my mind marketing is that which creates

Speaker 1 00:02:18 Yeah. I mean that definition to give credit words do, comes from Hubbard. And he said, like to create one. And so you'd say what is one, right? Yeah. Okay. So someone that, uh, the idea that you want something, the idea that you desire something, so to create desire. So the idea that you want that, and then to create, to bring it about one of the things that happens in marketing is you can discover that a person or sorry, like a market already wants something. Like people want cheeseburgers, it's already created and already want it. They want cheeseburgers and there's no cheeseburger place for 10 miles. So you put a place that sells cheeseburgers. So they already want your product. So that's good. Now you need to make them want it from you. So sometimes you're trying to create one, like if no one had ever heard of cheeseburgers, you're trying to a, create one for cheeseburgers and then B make them want cheeseburgers from you.

Speaker 1 00:03:12 So it's harder to do. I don't think I can hear you. Did you cut out? Oh, there you are, buddy. Okay. So it's harder to create one period. Like if you're trying to create one for cars, no people in America want cars. You don't have to create one for cards. You do. You have to create one for specific cars like driving an Infiniti, drive an Acura. But it's built in that when a person turns 16, that they're going to want a car. So no longer, you're sort of past that phase of like, people want this. People want computers. Okay, good. But you got to create the one for a specific computer. So those are the, you know, we talked about creating want, I wanted to draw that line because I see sometimes people with really bright ideas get, get stuck

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-- there. And

Speaker 0 00:03:55 You know, the interesting thing is, is that I believe, you know, we've discussed this in the past that, um, as marketers ourselves, we've kind of experienced that shift from trying to just tell people, Hey, by the way, you know, you can do, you know, you can advertise on Google, you know, and like, Oh, you know, provide that proof of concept that, you know, advertising on, on Facebook or something like this makes you money, right. To, you know, currently people pretty much understand that. And they're looking then for like, who should I use to do this form of marketing? That was very similar.

Speaker 1 00:04:44 That's true. That like a, what in 2012, we were doing, you're doing a lot of strategy work for clients. And we were also as a part of those strategies, we would determine that they oftentimes needed more internet marketing, you know? And it's funny because Facebook had been around for a while. The iPhone has been around for awhile, but then versus now it's like insane. Right? And we were having conversations talk about like a local business where we were attempting to get them to stop spending \$30,000 a year with the yellow pages. And instead spend \$30,000 a year on the internet. And it was an uphill battle. And we lost that battle sometimes with clients where they'd say, Oh no, they knew this other thing worked. And they didn't, you know, they couldn't necessarily split the budget up because yellow page had like, there, this was the fee you couldn't do half the fee.

Speaker 1 00:05:36 You couldn't, you know, whatever it was like, you had to commit. And they only have so many dollars. And even when we've been brought in to fix the fact that their results have been declining from yellow pages, they still could not quite bring themselves to do it and was like, well, why Facebook wall? And they would say, well, I don't use Facebook and whatever they'd say now, to your point, if we don't have those conversations, it's, you know, people with businesses are going to promote on the internet and it's a matter of who are they going to use to promote on the internet. So if you're listening to this podcast, chances are, you're either promoting on the internet or you want to promote on the internet or you want to promote more on the internet, or you're an internet promoter, you're, you're using the internet to do marketing most likely. And so that's where we are other than our very boutique services where you and I will not use our team, but we will personally do branding projects and whatnot. A lot of what we do most of what we do involves the internet now.

Speaker 0 00:06:31 Right. Right. I've often wondered whether when and how that will change.

Speaker 1 00:06:38 Yeah.

Speaker 0 00:06:40 Being a yellow pages vendor right now.

Speaker 1 00:06:43 Right. And will that happen again with the internet or something?

Speaker 0 00:06:46 Right. Right.

Speaker 1 00:06:48 I think you and I have two different views on this. Um, but they're, they're not necessarily opposing views. They can coexist these two views. Um, your view, I believe from what you've said in the past to me on this is around the idea of something becoming obsolete. And would you agree with that? Is that like some aspect of what we do being obsolete?

Speaker 0 00:07:09 Yeah. I, I, yeah. I am concerned about the idea, you know, um, ads becoming more and more automated to the point where, you know, like a service like Google used to offer. I don't even know if they still do it, but like, what was it? Whereas it was kind of like a business owner could just throw money at Google and they'll kind of try to set up automatic campaigns. Do you remember what that was called?

Speaker 1 00:07:36 Yeah. Every it, it was like, sort of like ad words, light or something. Wasn't I express express. It was all the ad words express that every business owner to burn it. Yeah. Everybody said, or we knew who did it lost money doing it. Right.

Speaker 0 00:07:50 But now, you know, that, that AI is getting better and better and better. And they have more and more case studies. I mean, you know, they have all of that data of the trillions of searches that are occurring, you know, and, and all of the ad campaigns from every advertiser, they have all that data. Someone just needs to parse it, you know, and they could come up with like the, the ideal ad campaign, --

-- no matter what, for any, any service, any product, any audience, and, you know, they could do that. They haven't done it yet. They're working on it at that, at the point where ad words light becomes an efficient service. Right. What is our value at that point? Yeah. I mean, yes, we can transition to like better landing pages. I mean, you know, AI's even writing landing pages now, but, and so yeah, I do have a concern on that is like maintaining relevance, uh, and not obsolete, not becoming a pay telephone, those used to exist by the way.

Speaker 1 00:09:00 Okay. Tone. Yeah. So I've, I've got a different view than you. Um, my view is that we use platforms and tools on the internet to help business owners get leads or sales. So in, in the case of eCommerce it's sales, in the case of the service industry or large products that require customized orders, they would be leads, right. We're going to talk to a sales person. And, um, so, so think about that statement versus a, we are Facebook marketers, or we are Google marketers, or we are being, you know, Microsoft marketers, we use platforms on the internet. So, so for example, right now we have a client where we're piloting TechTalk ads for one of the first American agencies to be able to do TechTalk ads for people. So that's a platform that was exploding and people are going on it and, you know, Microsoft might acquire them and it's a whole thing and people say, yeah, but who's on tip talk.

Speaker 1 00:09:54 And I say, trust me, more and more people in their thirties are getting on technology. Tech talk is that all 16 year olds now. So now we also have, um, access as a small agency. If we wanted to, we could put commercials on Hulu now and be on people's TVs and local areas. They've now opened it up where a business like you and I, you would need the ability to film, to ideate, to come up with the idea to record, you know, a 10, second commercial. We could upload and pick an area and we can have our clients. We could have a dentist, we can have their stuff showing on Hulu, uh, as they're watching Hulu in it, in a specific target market. So again, because who is streaming, it is coming on a TV. So it's coming on a screen, but is so using the internet.

Speaker 1 00:10:35 It's not traditional people. And so for me, regardless of what screen is in use a phone, a laptop or a TV, if it involves the internet as a channel for communication, and it involves various platforms, then, uh, to use the old analogy like you, you fish where the fish are. So if fish are ideal prospects for somebody, wherever people are congregating on the internet, we will go and we will help our clients get business from that pole of, of people congregating. And we will find different ways to do that. I don't think AI can replace, you know, AI could maybe record, uh, put together a bunch of B roll and add an audio layer over it and talk about painting or something, but it can't replace, you know, a videographer or filming a business owner at a charity event and then doing a commercial. I can't replace that, right?

Speaker 1 00:11:28 So there's a human element. And I believe where we will stand out is continuing to be very human in our approach. And it's very sincere in our proposed approach to using various platforms on the internet, to bring business and to create want, which is the purpose of marketing. And what we will see is that execution is where people fall down. So execution on the AI, they'll say, well, here's my website. Let's say their terrible. And they say, here you go, Google AI, you know, bring me leads. And so Google AI says, well, here's a bunch of leads, but the people go to the website and website's terrible. So then they hire an AI company to build their website and then 10 other people hire an AI company to build their website, which means, uh, none, none of it's personalized. It's created by a computer, which means the content is almost all the same.

Speaker 1 00:12:13 So now the more personal you're getting with your content and the more value you're giving on an ongoing basis, you're not separating yourself from the AI users. And so again, there we are to help our clients figure out how to bring personal value, personal connection, execute better on how they use AI and so on. So I, I believe it would present us with more opportunity than it would obsolescence even in that shift and provided people, you know, let's say people want their hous --

-- es painted, which they do. They're going to own homes and business owners who are on painting. Companies want to reach people who want their houses painted. We can help that business owner become the choice of the person who wants their house painted, even if AI comes in and we can continue to help create one for that.

Speaker 0 00:12:57 Sure. Well, and that brings to mind some of our initial discussions when we were, when we were starting a company regarding, uh, uh, being platform agnostic.

Speaker 1 00:13:08 Oh yeah. Gosh, I haven't used that term in a long time. There used to be one. I love to throw around agnostic. Agnostic. Yeah.

Speaker 0 00:13:21 I think you're right. I think that the purpose of it kind of supersedes like the exact mechanics of how you do it and there is always a strategy element of it. And I, and I guess when I say I'm concerned about AI, it's like enough to keep kind of a forward look like good tick talk, you know, or, or who, or whatever that next pass short is to develop authenticity, to develop brand, et cetera. Right. Keeping an eye on that and not remaining stale, you know, not getting too comfortable with the exact technological solution. Right.

Speaker 1 00:13:57 Yeah. That makes sense now. Yeah. Well, you know, it's funny someone could be listening to this and be like, well, yeah, of course the purpose of marketing is to help a company be able to sell things to people. Right. But you have the purpose of sales just like close the sale. So in e-commerce sometimes a website and close the sale services. I think we should, before we end off on this podcast, I think we should also for like a, a comparison, say some of the things that we've heard, people describe marketing ads or the, the, the different importance of like, why, why do we think, why do we think we need to tell people what marketing is? If they're listening to this podcast, let's say some of what we've heard. I have something to say about, alright, shut up.

Speaker 0 00:14:41 No, I am just, I have no, you just prompted something. It's good. Right. So here's what I think here's where it gets to me kind of funky is where people come along with

Speaker 1 00:14:52 The latest and the greatest. And now this is what marketing is, or this is something new. Like

Speaker 0 00:14:57 You have, well, you know, like yeah. You know,

Speaker 1 00:15:02 Advertising on this platform or whatever, or, you know, currently influencer marketing. And then you got positioning, you got branding, you got, you know, design and you got all of these various components, the marketing buzzwords and the marketing buzzwords really are kind of the fault of the marketers. You know, as we try to develop some new method of reaching our prospects

Speaker 0 00:15:28 To enlighten them on like using our services, in my opinion, but at the same time, and

Speaker 1 00:15:33 It was very easy to get distracted by,

Speaker 0 00:15:36 You know, the, the, the new, uh, word of the day, right? Losing sight

Speaker 1 00:15:47 Marketing principles

Speaker 0 00:15:49 In my mind,

Speaker 1 00:15:51 I've been around for an extremely long time.

Speaker 0 00:15:54 You know, the innovation of, of, uh, you know, the split test is a hundred years old.

Speaker 1 00:16:05 Sure. Like as of like three years from now, it's like 97 years old right now

Speaker 0 00:16:09 The testing as a method has existed for that long. And yet the difference between, you know, the, um, making Google

Speaker 1 00:16:20 Work for you

Speaker 0 00:16:23 Application of that 97 year old technology.

Speaker 1 00:16:28 Right. Right. And for those that, you know, you've got, what, what is flood testing? Uh, you know, again, you can Google that, uh, we'll know what it is, but I do I all the time I have clients, I have to tell them what you don't prospect. We tell them what split testing is. It's still something to educate on. So that's a really good point, your perspective on like, you know, that there can be these fads and these things come along and suddenly they're offered as the panacea. They're the ultimate solution to everything. I've also noticed. Sometimes I will hear statements that sound like they're coming out of a politician's mouth in regards to marketing. And it'll like an opinion will be stated a non-factor will get stated as a fact. So you go

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-- to somebody who is, you know, if they do branding, so they create logos and they come up with a company identity and you go to their website and it will say something like, you know, your brand is the most important aspect of making your business successful.

Speaker 1 00:17:21 They'll they'll say this. Okay. You go to like a CPA and they'll say, like, having your financial matters in order is the most important fact, uh, most important thing to getting profitability. And you go to, um, someone who, who like builds websites, and they'll say, you know, all of your customers or prospects, they're going to visit your website before they call you. So it's the very, most important thing to get. So do you have these people that do these different disciplines and they'll have a belief and it's not that belief is bad. I mean, do they have a belief? Um, the belief isn't always true or it's it's like in addition to many other things or whatever it is like we talked about in a different podcast, you know, just start your business, you know, get talking about naming and, you know, get your business, uh, get a customer that's even more important than coming up with a name.

Speaker 1 00:18:08 You don't, unless you have a retail storefront, you're going to have to pay for the sign. You try to put something on the sign, but in the service era, if you're like, I'm going to be an independent blah, blah, using the internet to deliver my services, I'm going to transcribe it to be a translator I want to be or whatever. It's a good go. Do it, go get a client. You don't have to name the business. Um, so I think that we see misunderstandings on the purpose of marketing. Like it's not to get the word out there. It's not to get your name out there. It's not to, you know, make sure that you make a great first impression. Of course, you want to make a first great impression. Of course you want your name to be out there. But the purpose of the marketing is to have people say, you know, I really wanted bacon.

Speaker 1 00:18:48 And I came to the bacon section and I've decided that that's the bacon I'm going to buy. So that decision in terms of figuring out through testing and figuring out through package design and figuring out how the bacon is presented, is it sliced? Does it, there's a lot that goes into it to increase the rate of people buying your bacon. I love bacon. I should have some, but you know, this, this kind of an idea. So, um, that's why we talk about it. So if somebody is telling you as a business owner, you know, they say the most important part of marketing is blah, blah, blah. Be sure that you understand that that's a belief for them and look at it in the overall whole cause the most important part of marketing is that it's effective and that you're getting leads at a greater rate than your expenditure. Like otherwise you're out of business,

Speaker 0 00:19:30 So it's gotta be profitable.

Speaker 1 00:19:32 Yeah. The most important thing is that your marketing is not wasting your money and that you're profitable because that's your business. So, you know, now is that hyper? I don't know. Is that a fact? I think it's a fact because I think if it's not a fact, if it's just an opinion and when you look at the opposite side of it, you're out of business, you know, it costs you to get a customer that gives you 10 bucks, you're out of business, right.

Speaker 0 00:19:53 Or even worse. He has a situation where, you know, you'd do a marketing effort that actually drives customers away from it.

Speaker 1 00:19:59 Yeah. Well, we've seen that too. Yeah, yeah, yeah. Yeah.

Speaker 0 00:20:03 About 20 minutes here, you know, that's about the length of the time of drive somewhere. So,

Speaker 1 00:20:08 Um, okay, good. So we'll, we'll end off on that. And again, you know, I like to have that like call to action right at the end. So if anyone wants to reach us or you free marketing.com, you can find chat on there. You can find me on there. You can find us on LinkedIn. We love helping people. So if you want our opinion on something, please reach out to us.

Speaker 0 00:20:29 We are always full of opinions and we're more than happy also just to take a look at what you're doing right now, from marketing perspective, I know we get kind of passionate about it. So, so go ahead and, and reach out, happy to do an analysis and take a look at things and we won't charge you --

-- a dime

Speaker 1 00:20:48 Until we do. I love it. Alright, I'll talk to you soon, man. Thanks everyone for listening.

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