MORE ≠ BETTER
HOW TO MARKET LIKE A HUMAN
DUSTIN BRACKETT
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CEO + Founder of HIVE Strategy & HIVE Hub

Author of Market Like A Human
SO. MUCH. SPAM.

Who else’s inbox looks like this?
MARKET LIKE A HUMAN

A journey of quality over quantity, authenticity over hype, effort over automation, and trust over everything.

Enter to win a signed copy of Market Like A Human at the end of the session!
THE PROBLEM
THE PROBLEM

1. Focused on dollars, not outcomes.
2. Consumers needs.
3. Too much friction.
4. Over-gating our valuable content.
THE PROBLEM

5 Quantity over quality.

6 Mismatched goals and KPIs.

7 Sales content outweighs helpful content.
THE PROBLEM

8. There is no such thing as “bad” leads.

9. Matching our contacts’ expectations.

10. Selling instead of nurturing.
TRANSPARENCY

1. Share the good...and the bad.
2. Control the narrative.
3. Pricing is important.
4. Answer the hard questions.
PERSONALITY

1. Dare to be different & own it.

2. Be who you are.

3. Learn from Wistia.
“The About Us page has zero to do with our product, but it has people on it. That was enough to hook people such that they would spend some time with the website, with the brand, trying to figure out what the product was. And we got customers.”

CHRIS SAVAGE

Wistia
PERSONALITY

4. There is no one-size-fits-all solution.

5. You don’t have to fit a mold.

6. Embrace who you and your team are.
PERSONALITY

Use humor (if it’s who you are).

Why are bees so good at SEO? Because they know all the buzz words.
Embrace competition.

McDonald's

@McDonaldsCorp

Black Friday **** Need copy and link****
6:00 AM - Nov 24, 2017

👍 1,476  ⏩ 22,851  ❤️ 72,463

Wendy's

@Wendys

When the tweets are as broken as the ice cream machine. twitter.com/McDonaldsCorp/...
4:59 PM - Nov 24, 2017

👍 8,441  ⏩ 287,069  ❤️ 766,309
Empathy is important.
AUTHENTICITY
AUTHENTICITY

How are you following through on your promises?

What promises are you making (either implicitly or explicitly)?
AUTHENTICITY

Be who you are — every single time.
AUTHENTICITY

1. Social responsibility matters.
2. Be willing to try and fail.
CONSISTENCY
CONSISTENCY

1. Showing up is half the battle.

2. Brand consistency.

3. Content & messaging consistency.

4. Nothing happens over night.
BEING HELPFUL
BEING HELPFUL

1. Understanding your buyers and their journey.

2. Person vs. Persona.

3. Content for everyone.
COMMUNITY
COMMUNITY

1. We’re more disconnected than ever.

2. Empower your audience.

3. Plan for good and bad feedback.
THE SOLUTION
THE SOLUTION

1. Reframe our marketing to connect with people.
2. Focus on quality over quantity.
3. Reframe our goals and KPIs.
4. Embrace that we are educators, regardless of our industry.
Marketing is **NOT** about tricking, manipulating, convincing, or persuading people to buy. It’s about empowering them to find the right solutions for their specific needs — even if that isn’t us.
THE SOLUTION

5. Regular educational content.

6. Strategically gated content.

7. Nurture our audience.

8. Embrace new tools (like AI).
“Someone on my team reaches out to every person who registers for the events personally on LinkedIn to thank them for attending and to offer support and answer questions. We do it all **manually with no AI involved**. We are able to do that because we use artificial intelligence to take other tasks off of our plates to free up time to have that **very human interaction**.”

PAUL ROETZER
Marketing AI Institute
Regardless of whether you market B2B or B2C, you’re really marketing business to human.
ACTIVITY GUIDE

Activities to put these core pillars into practice for your organization.
BOOK WINNERS...
BOOK SIGNING AT THE HIVE BOOTH

TODAY 12PM – 2PM

Booth #52 — next to Wistia near the main stage.

We’re also giving away a $500 grand prize and $2 bills!
THANK YOU

hiveinbound.com
@dbrackett88
/dbrackett