

MORE \neq BETTER

HOW TO MARKET LIKE A HUMAN

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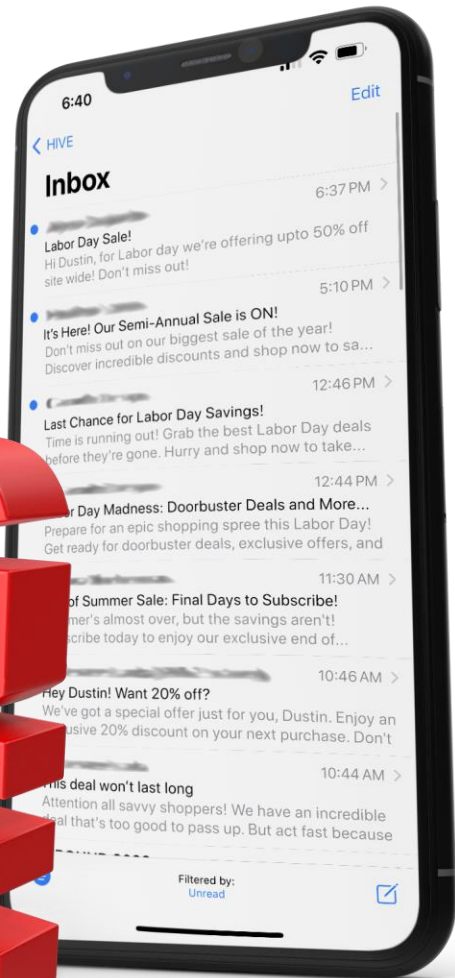
Author of *Market Like A Human*

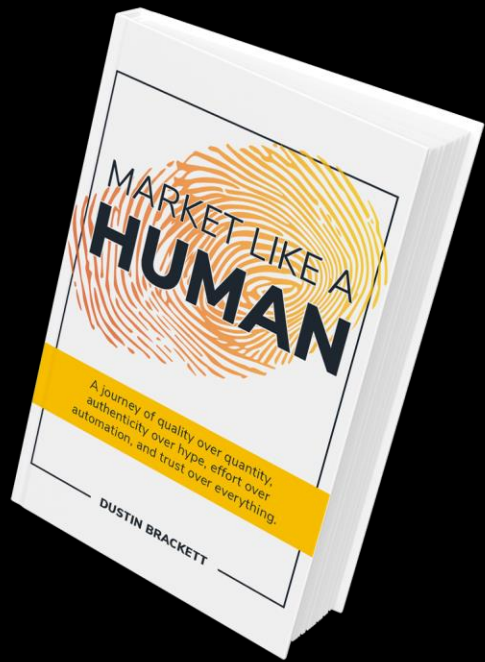


SO. MUCH. SPAM.

Who else's inbox looks like this?

BIG SALE





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



TRANSPARENCY

1 Share the good...and the bad.

2 Control the narrative.

3 Pricing is important.

4 Answer the hard questions.



PERSONALITY



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.”

L:

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.



PERSONALITY

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



PERSONALITY

Empathy is important.



AUTHENTICITY



AUTHENTICITY

How are you following through on your promises?

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



AUTHENTICITY

1 Social responsibility matters.

2 Be willing to try and fail.

3 Go live.

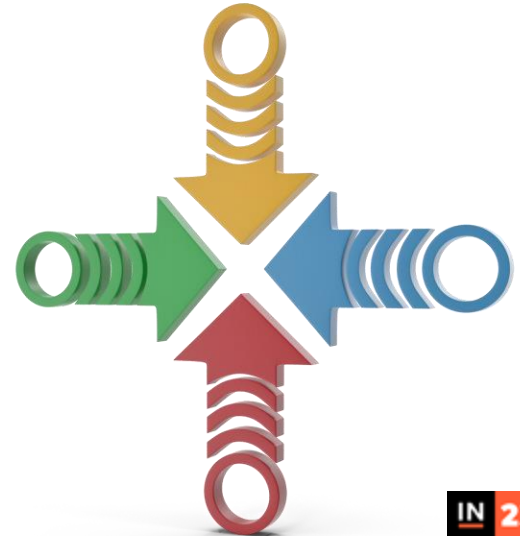


CONSISTENCY



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.”

L:

PAUL ROETZER
Marketing AI Institute

Regardless of whether you market
B2B or B2C, you're really marketing
business to human.





MARKET LIKE A HUMAN ACTIVITY GUIDE

Through the activities in this guide, you and your organization will be able to start taking meaningful steps towards being more human-centric in your marketing and engage with your audience on a deeper, more trust-filled level. The book and this guide will go through the six pillars of marketing like a human including transparency, personality, authenticity, consistency, being helpful, and community.



Enter to win a signed copy of
Market Like A Human at INBOUND23!

www.marketlikeahuman.com

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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!



INBOUND 23

THANK YOU



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