

MASTERING NEW MARKETING

DAVID MEERMAN SCOTT



GROWTH INSTITUTE
A GAZELLES COMPANY

About the Class

Want to generate attention in today's always-on, Web-driven world? The answer isn't just slapping social media onto dusty old strategies. The rules have changed.

In Mastering New Marketing, David Meerman Scott cuts through the confusing new communication landscape and lays out meaningful, measurable and no-cost strategies to instantly reach your audiences directly. This informative, entertaining and high-energy course shows the best examples of success from a wide variety of large and small organizations — from business-to-business outfits to rock bands, nonprofits to entrepreneurial growth businesses.

David energizes people to put fear aside and inspires them with confidence to apply new thinking: social media are the tools, but Real-Time is the crucial mindset. With a rebel's heart, David abandons the controlled and message-driven advertising and PR paradigm. He shows how to win the hearts and minds of your audience using blogs, YouTube, LinkedIn, Twitter, Facebook, Newsjacking, and other new tools to create content that buyers are eager to share.

The ideas of Mastering New Marketing have helped thousands of entrepreneurs to grow their business, sometimes by millions of dollars, soon after learning these ideas. Put the ideas of Mastering New Marketing to work for you today.

This model is broken down into three parts:



WATCH

7 weeks of mini-lessons of David's videos explaining Mastering New Marketing methodologies



LEARN

Learn the skills in a live online discussion environment.



IMPLEMENT

With Mastering New Marketing resources and workbook catered to course content

Learning Objectives for Mastering New Marketing include:

- How your business should adjust your marketing in order to match how people currently make purchasing decisions
- How to identify your buyer personas, and how can you best reach them
- How to create high-quality content to drive buyers to your products and services
- How to use social networking sites to get noticed
- How to use newsjacking to focus attention to your business?
- How to effectively put Mastering new marketing into action

Resources Provided

- A series of 60+ short videos, most of them just 3 or 4 minutes long
- A downloadable, printable workbook to implement content learned
- Infographics and worksheets for deeper study
- 5 one-hour live sessions of group coaching calls with David

Participation

Active participation is highly encouraged. In order to get the most out of this class, it will be necessary to spend time outside of class to complete homework assignments to be discussed in the following session. You are not required to complete the homework assignments, but it will only improve your educational experience to do so. Furthermore, questions and comments are encouraged during every class as they help build a learning environment and improve the overall class experience for everyone.

Attendance is encouraged at every class, but each class is recorded to give you access at a later time. Please plan to attend as many classes as possible to get as much out of the course as possible.



Like all the best teachers... Inspires you to do your own thinking in your own way... Enlightening and liberating.

-Financial Times

5 Mastering New Marketing Concepts:



Your Buyers and Your Marketing

Organizations that take the time to learn about their buyer personas get out of the common egotistical sales mode and instead work to educate potential buyers. By informing rather than hyping, your marketing comes alive. This module will teach you how to focus on your buyer personas, and how to reach them.



Content is the Key to Awesome Marketing

A great website is an intersection of every other online initiative, including podcasts, blogs, news releases, and other online media. In a cohesive and interesting way, the content-rich website organizes the online personality of your organization to delight, entertain, and—most importantly—inform each of your buyers.



Social Networking Gets You Noticed

Millions of people use the web for conducting detailed research on products and services, getting involved in campaigns, joining clubs, reviewing products, and discussing passions. You will learn how those technologies and tools allow you to communicate directly with your buyers in places they are congregating right now.



Newsjacking - Injecting Your Ideas into a Breaking News Story

In this section, we will take a look at the idea of Newsjacking to learn the basics of the technique. We'll discuss the development of the real-time web over the past several years and how that has opened up the power of newsjacking to anyone.



Putting it all Together

Marketing is not only about your products or services! The most important thing to remember as you develop a marketing and PR plan is to put your products and services to the side and focus your complete attention on the *buyers* of your products or services. It always pays off in bringing you closer to achieving your goals.

Class Outline

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Week 1: Introduction & Interviews

- Getting started with New Marketing Mastery
- About your Workbook and Study Guide
- Interview with Brian Halligan of Hubspot
- Interview with Daniel Marcos of Growth Institute



Live Session with David Meerman Scott

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Week 2: The New Rules of Marketing Requires an Understanding of Your Buyers

- The way people buy has changed
- The new rules of generating attention
- Disconnect between how people buy and how companies market
- Understand the Market Problems of your Buyers
- How to conduct a buyer persona interview using the worksheet
- Understand your buyer personas

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Week 3: Content is the Key to Awesome Marketing

- Great content is essential to reaching buyers
- Understanding the Website Benchmark Scorecard
- Creating content that generates interest
- Making your content free just like The Grateful Dead
- Eliminating Cutting-Edge, Mission-Critical, Best-of-Breed Gobbledygook
- Just say "NO" to stock photos
- Brand Journalism at Boeing



Live Session with David Meerman Scott

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Week 4: Social Networking Gets you Noticed

- Your Buyers are on Social Networks. You should be too.
- How Ocean Frontiers gest dive customers to share on social mediaSession
- Eliminate top-down monitoring systems
- How to create an awesome social networking presence
- Equine dentist uses Twitter to reach horse owners
- Social Media and Real-time issues monitoring at the CME
- President Obama answering question from @dmScott at Twitter Town Hall
- Social Media drove the Egyptian revolution, but can it bring back the tourists?
- How GM Holden uses Facebook to market in Australia
- Is social networking worth the risk? A lawyer's perspective
- John Suffolk, CIO of the UK Government, discusses Social Media
- Cindi Lauper on Personal Branding
- Using Instagram to connect to users and personalize your brand



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Week 5: Newsjacking (Part I)

- Newsjacking! For fun and profit
- The time is NOW
- Newsjacking basics
- Tons of media exposure
- Millions of dollars in free PR
- This lawyer finds new clients via Newsjacking
- Newsjacking will grow your business
- Newsjacking Toolbox
- A quarter of a million dollars from one newsjack (!)
- Real-time news monitoring via Twitter Moments & Google News

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Week 6: Newsjacking (Part II)

- Blogging and newsjacking
- Live events and Newsjacking
- Knock on reporters' virtual doors
- Add value. Don't sell.
- Clap or boo: You decide if this Newsjacking attempts #FAIL
- The \$16 million Newsjacking Triumph



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Week 7: Building your Marketing and Business Growth Plan

- Putting it all together
- Integrate New Marketing Mastery with Your Sales StrategyThe rise of newsjacking
- Showcase the experts in your organization
- Ronnie Dunn discusses disruption as a marketing technique
- How to create an awesome Indiegogo or Kickstarter Launch
- Instant communications with your marketplace
- Newsjacking will grow your business
- How to implement your New Marketing Mastery Action Plan
- Marketing Leadership comes from you
- If the CIA can operate in real-time, so can you!
- Success with New Marketing Mastery Requires a Lifestyle Change
- Now it's your turn!



Live Session with David Meerman Scott

About the Author



David Meerman Scott *Marketing Strategist*

David is a sales and marketing strategist who has spoken on all seven continents and in 40 countries to audiences of the most respected firms, organizations and associations.

David serves as an advisor to select emerging companies who are working to transform their industries by delivering disruptive products and services. He is an advisor to HubSpot (NYSE: HUBS), where he also serves as Marketer in Residence. He began working with HubSpot in 2007 when the company had a handful of customers and fewer than 10 employees, helping the HubSpot team with rapid sales and marketing strategies that have grown the company to 15,000 customers in 90 countries. His current portfolio of advisory clients also includes SlapFive, Mynd, Expertfile, RISEcx, Set The Set, VisibleGains, Foxtrot Systems, and GutCheck as well as non-profits.

David is author or co-author of ten books - three are international bestsellers. He is best known for *The New Rules of Marketing & PR*, now in its 5th edition, which has been translated into 26 languages and is a modern business classic with over 350,000 copies sold so far. David also authored *Real-Time Marketing & PR*, a Wall Street Journal bestseller, and his newest hit now out in a revised paperback edition *The New Rules of Sales & Service*. He is a co-author of *Marketing the Moon* (with Rich Jurek) and *Marketing Lessons from The Grateful Dead* (with HubSpot CEO Brian Halligan).

About Growth Institute

Present in over 40 countries around the world, Gazelles Growth Institute is leading current movements in hybrid education to provide you access to the best content for professional education.

The Internet is flooded with information and learning opportunities...but the wrong content can often lead to poor results. At the Growth Institute, we curate the world's best content to ensure you have a program specific to your biggest challenges.

The Growth Institute handpicks the brightest thought leaders from around the world to bring together the most proven business methods for you to improve in growth, leadership, marketing, sales, productivity, and many others.

Combining online video lessons, live discussions, and implementation plans, you will maximize results in the least amount of time possible. Upon completion of the program, each student is mailed their Master Practitioner Certificate.

We were accredited by AdvancED in 2014, and therefore follow strict quality standards around content and student engagement.



AdvancED is the largest community of education professionals in the world. A non-profit, non-partisan organization that conducts rigorous, on-site external reviews of PreK-12 schools and school systems to ensure that all learners realize their full potential. While their expertise is grounded in more than a hundred years of work in school accreditation, AdvancED is far from a typical accrediting agency. The goal isn't to certify that schools are good enough. Rather, their commitment is to help schools improve.