

The 7 commandments of Lean Marketing

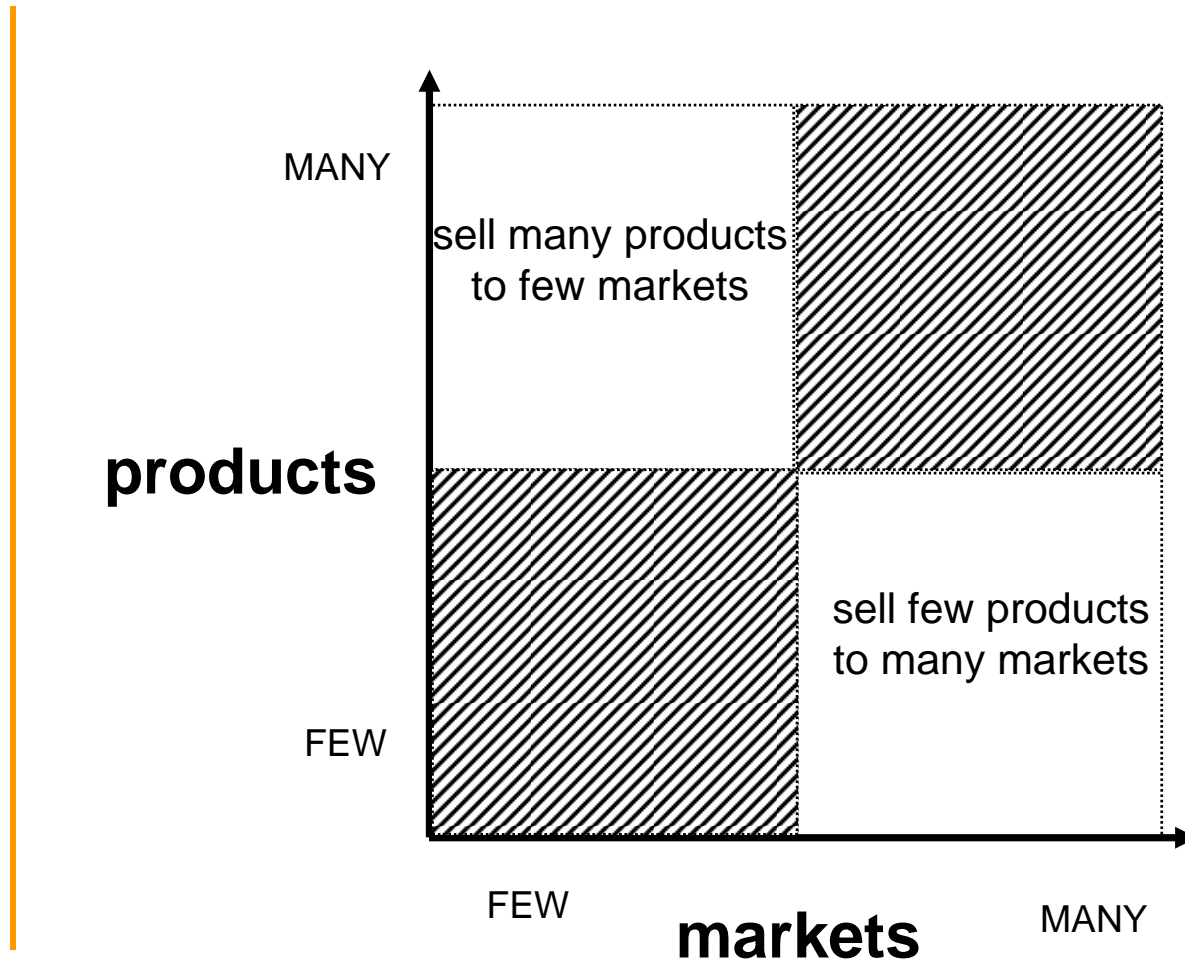
Patrick Dalle

22 november 2007

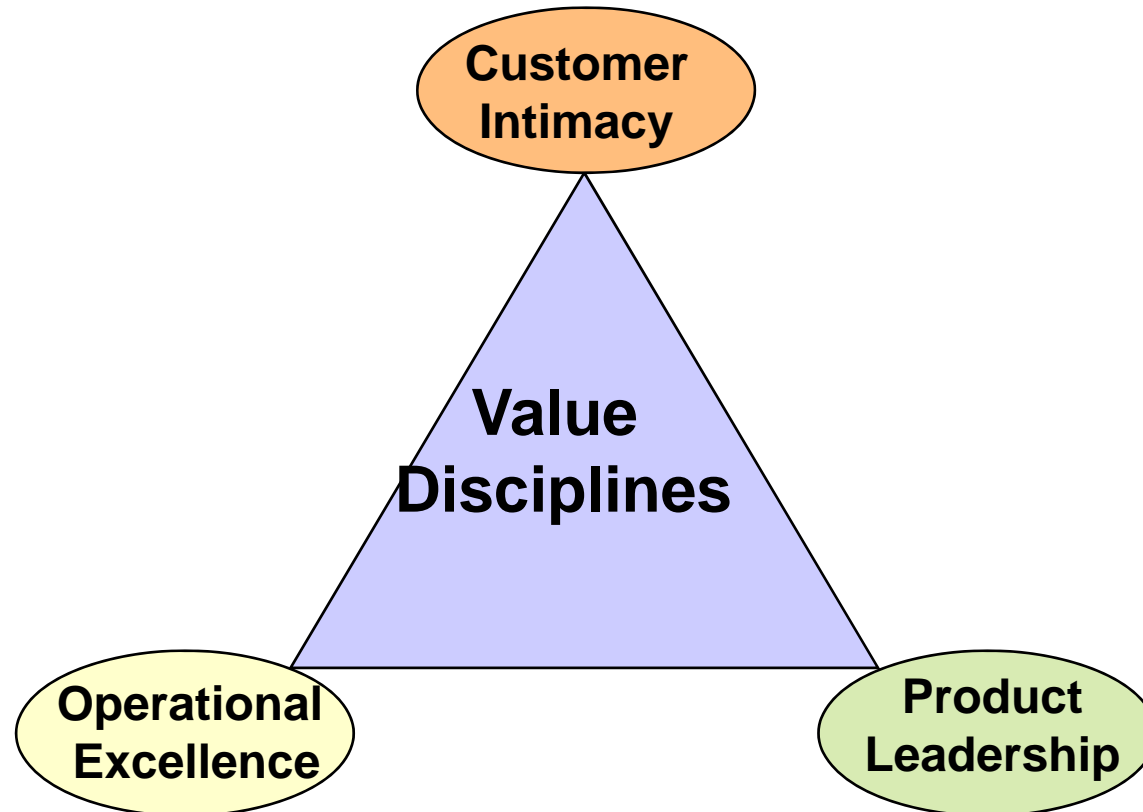
Myth and reality

- **MYTH 1: Marketing is Science**
 - REALITY: Marketing is Art: Passion, Intuition & Creativity
- **MYTH 2: Marketing is Creativity**
 - REALITY : Marketing is 80% execution, 20% creativity
- **MYTH 3: Marketing makes your products sell**
 - REALITY : Marketing may make people buy your products
- **MYTH 4: Marketing costs a lot of money**
 - REALITY : Marketing costs a lot of money

Defining business strategy



Executing business strategy



Death of traditional marketing

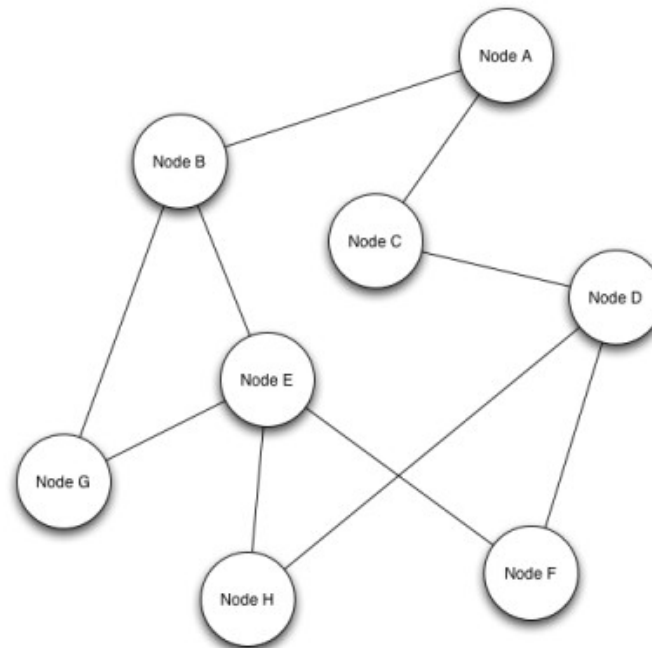


- Advertising campaigns: What is the ROI ?
- Direct mailings: What is the response rate ?
- Business events: What is the cost per contact?

- And our messaging?

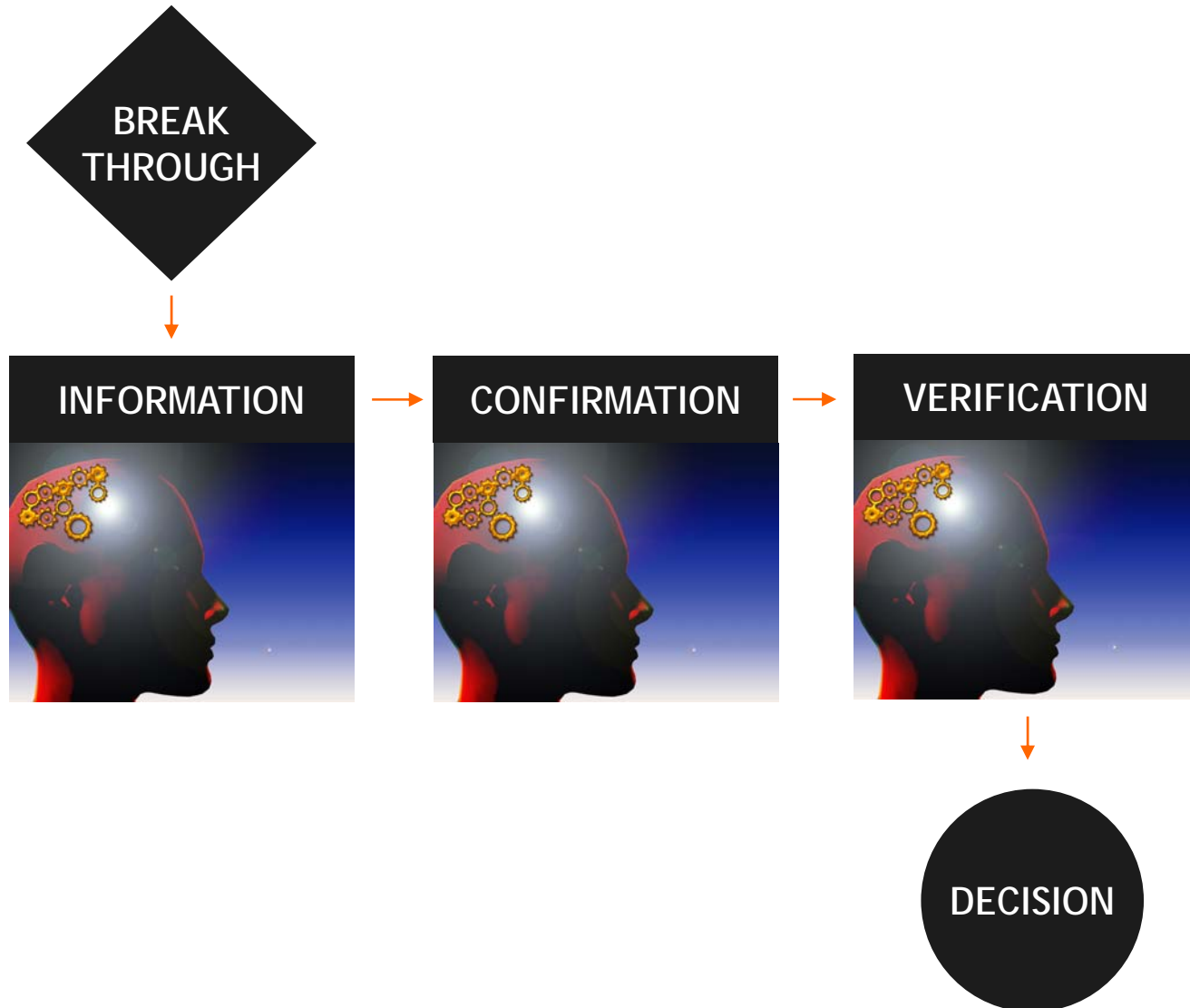


Six degrees of separation





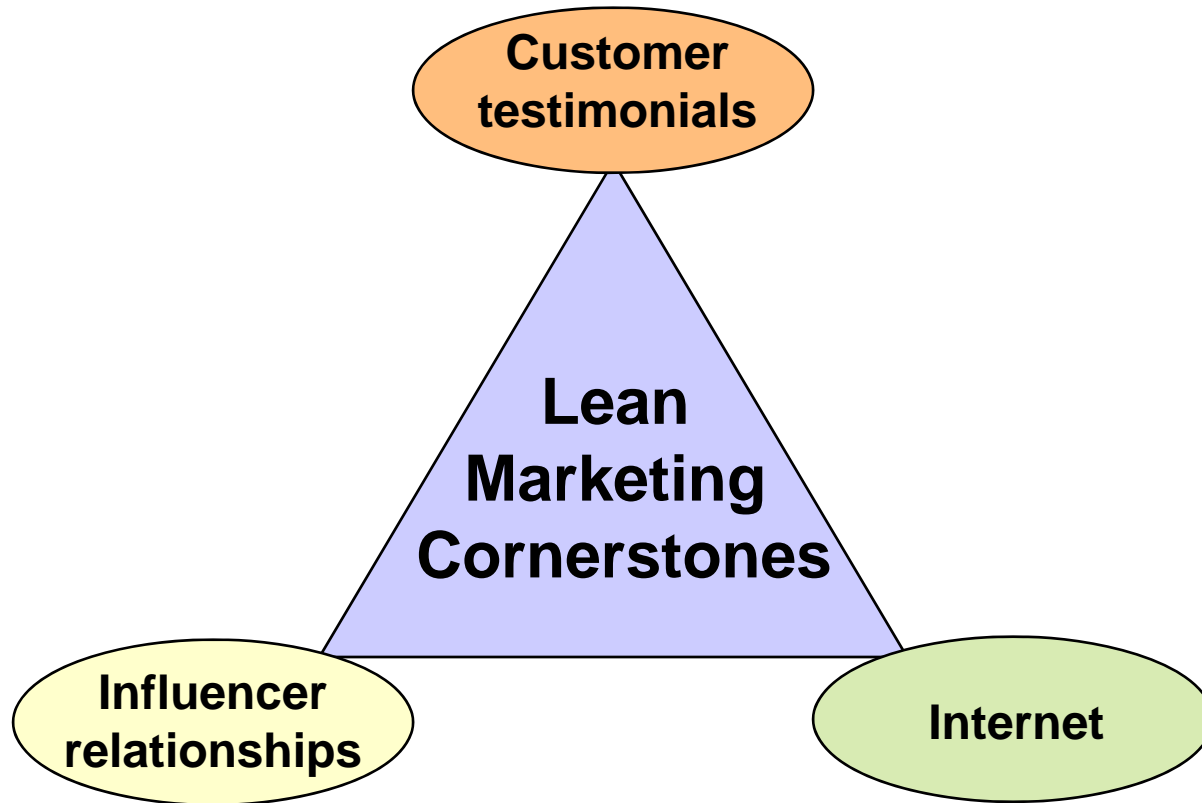
The process



The **IKEA**[®] way

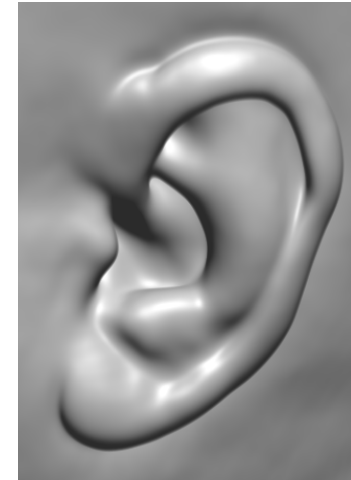
'Strip' the concept to the bone and

- critically evaluate its current ingredients
- add new ingredients that really create value

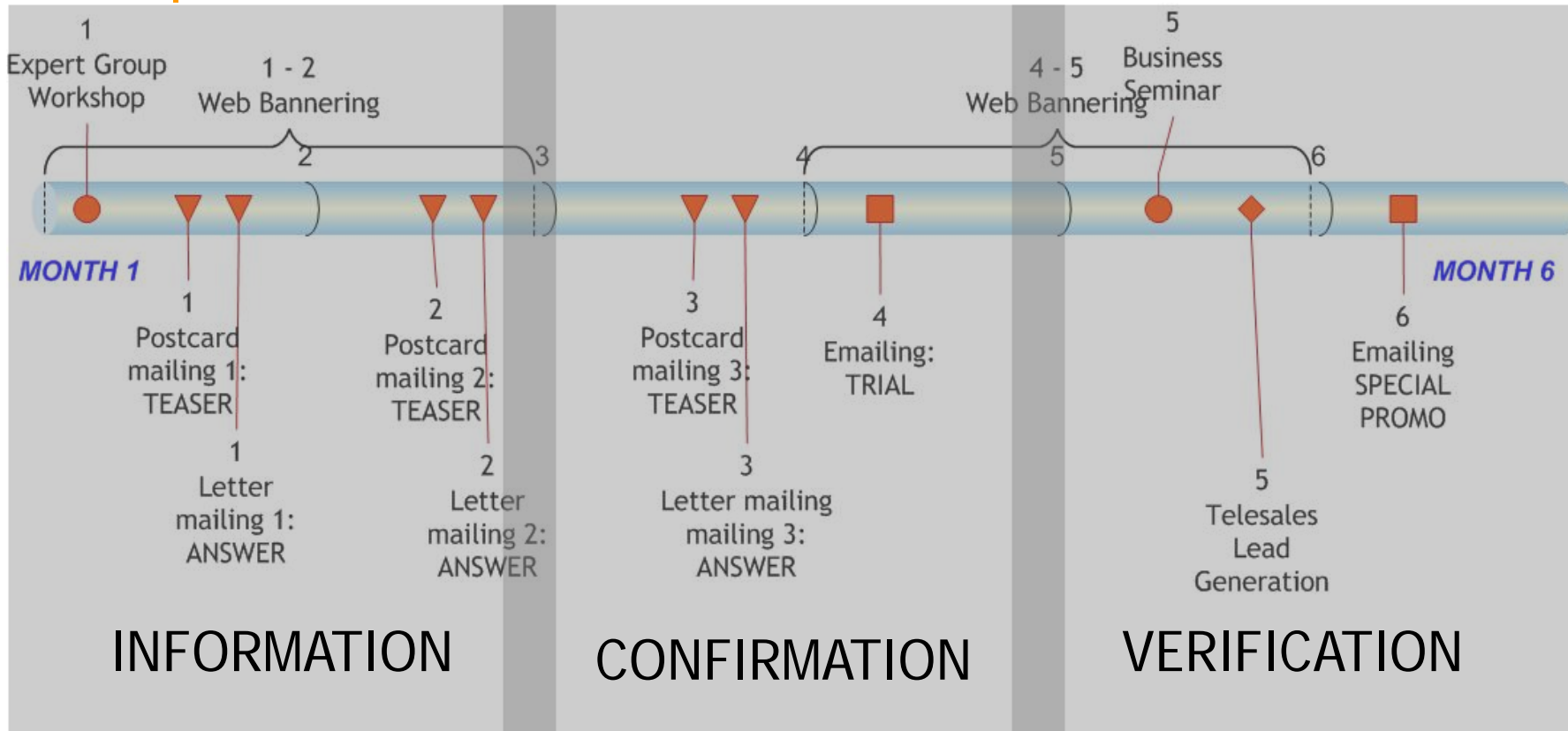


LEMARCO's Seven Commandments

1. Ask the right questions
2. Leverage on Word of Mouth
3. Create Customer Testimonials
4. Online-ize your company
5. Mobilize influencers
6. Emotion-alize your message
7. Reject market research



LEMARCO Campaign framework



*« The future is to small companies
in a flat world. »*

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