

THE BIG RED FEZ

HOW TO MAKE
ANY **WEB SITE**
BETTER

SETH GODIN

Author of the bestseller Permission Marketing and, coauthor of All Marketers Are Liars

Big Red Fez

Jonathan Sutherland



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The Big Red Fez Seth Godin, 2002-01-18 Identifies the guiding principles behind creating websites that satisfy visitors and keep them coming back for more *The Big Red Fez* Seth Godin, 2001-04 *The Big Red Fez* F. X. Nine, 2002 *Free Prize Inside* Seth Godin, 2004-05-11 How to find the soft innovation that will make your product service school church or career worth talking about We live in an era of too much noise too much clutter too many choices and too much spam And as Seth Godin's 200 000 copy bestseller *Purple Cow* taught the business world the old ways of marketing simply don't work anymore The best way to sell anything these days is through word of mouth and the only real way to get word of mouth is to create something remarkable *Free Prize Inside* the sequel to *Purple Cow* explains how to do just that It's jammed with practical ideas you can use right now to make your product or service remarkable so that it will virtually sell itself Remember when cereal came with a free prize inside Even if you already liked the cereal it was the little plastic toy that made it irresistible Godin explains how you can think of a bonus that will make your customers feel just as excited no matter what business you're in Consider these free prizes The Tupperware party which turned buying plastic bowls into a social event Flintstones vitamins which turned a serious product into something fun The free change counting machine at every Commerce Bank branch The little blue box from Tiffany which makes people happy before they even open it This book offers a way to create free prizes quickly cheaply and reliably and persuade others in your organization to help you bring them to life *Data-First Marketing* Janet Driscoll Miller, Julia Lim, 2020-08-21 Supercharge your marketing strategy with data analytics In *Data First Marketing How to Compete Win in the Age of Analytics* distinguished authors Miller and Lim demystify the application of data analytics to marketing in any size business Digital transformation has created a widening gap between what the CEO and business expect marketing to do and what the CMO and the marketing organization actually deliver The key to unlocking the true value of marketing is data from actual buyer behavior to targeting info on social media platforms to marketing's own campaign metrics Data is the next big battlefield for not just marketers but also for the business because the judicious application of data analytics will create competitive advantage in the Age of Analytics Miller and Lim show marketers where to start by leveraging their decades of experience to lay out a step by step process to help businesses transform into data first marketing organizations The book includes a self assessment which will help to place your organization on the Data First Marketing Maturity Model and serve as a guide for which steps you might need to focus on to complete your own transformation *Data First Marketing How to Compete Win in the Age of Analytics* should be used by CMOs and heads of marketing to institute a data first approach throughout the marketing organization Marketing staffers can pick up practical tips for incorporating data in their daily tasks using the Data First Marketing Campaign Framework And CEOs or anyone in the C suite can use this book to see what is possible and then help their marketing teams to use data analytics to increase pipeline revenue customer loyalty anything that drives business growth **Achieving Excellence in**

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