

Book Review - Marketing Made Simple : A Step-by-Step StoryBrand Guide for Any Business

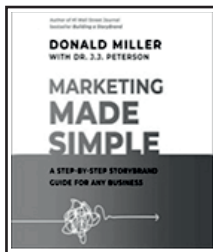
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Abstract

This is a book review of *Marketing Made Simple : A Step-by-Step StoryBrand Guide for Any Business* by Donald Miller and Dr. J. J. Peterson. Both the authors attempted to elaborate on the process and importance of creation and implementation of a marketing plan consisting of five steps. Further, every step of the proposed marketing plan is discussed at a granular level, which in turn helps the organizations to formulate their own marketing strategy. The role of the sales funnel is explained in detail. The book also explains the different stages of developing a relationship with the customers. The authors establish the need for the creation of brand awareness about the products among customers. The book addresses numerous issues and challenges faced by a majority of the organizations in the context of creating a marketing plan for their products to generate sales. Finally, according to the authors, the prime motto of the organization's marketing plan should be to focus upon the needs of the customers rather than focusing on creating a brand image.

Keywords : marketing, brand, sales funnel, review

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Book: Marketing Made Simple : A Step-by-Step StoryBrand Guide for Any Business

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During the last decade, the digital transformation of the market resulted in a metamorphosis of marketing and resulted in a paradigm shift because of the continuous flow of information among marketers and customers through emerging technologies such as social media, cloud computing, and analytics, which make use of innovative marketing. Further, in no time, the marketing domain will definitely be taken over by sensors and internet of things (IoT).

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Conquering the scary mountain of marketing is a big challenge for both existing and emerging businesses. The creation and execution of a marketing plan for the success of an organization has become a formidable issue in the present dynamic and competitive markets. Marketing should be simple and workable everywhere. The simplest and most effective marketing plans emerge out of the sales funnel. With the help of advertising, a sales funnel will capture and convert leads. With the execution of a clear message through advertising, businesses will experience exponential growth. The book is divided into two parts, where the first part consists of three chapters explaining the three stages of establishing a relationship with a customer, and the second part consists of the remaining seven chapters explaining about how to create your marketing using a simple sales funnel.

Part I : The Three Stages of Relationship

In the first part of the book, the authors elaborate on the three stages of establishing a relationship with a customer. They lay emphasis on building a marketing plan consisting of five steps, which are creation of a brand script, creation of a one-liner, framing a landing page, creation of a lead generator, and execution of an email campaign. This budget-friendly marketing plan will help in the growth of a company, no matter what size it is. The book explains the relationship formed by the transit of the people into customers (of a brand) as a result of the execution of the marketing plan. The book also discusses the rules of the relationship which moves through three stages – curiosity, enlightenment, and commitment.

Moreover, the book explains about the perplexity encountered by organizations between marketing and branding, resulting in huge financial losses. Instead of looking at what the customers are looking for, marketers focus more on the glorification of the brand image. Marketers should know the customers' needs and explain how their product addresses their needs. The sales funnel created should communicate with the customers.

Part II : Create Your Marketing Made Simple Sales Funnel

The book explains about the role and importance of communication in marketing upon which the entire business operates. The authors also discuss the importance of the formulation of a one-liner in explaining what is being offered to the customer. A one-liner is a combination of an existing problem, solution for the problem, and finally results explained. Value addition to the product lies in stating the problem and further addressing the solution to the problem, which is the product itself. Finally, an organization's aim should be that the result has to be tangible, which the customers should experience.

Gaining the attention of customers through a sales funnel in a noisy market is a major challenge as numerous marketers are using the same approach to convince customers ; where as, organizations with well-designed websites can reach out and cater to the needs of the customers, which helps them in leading better lives. The authors also explain about the combination of words with images on websites, which play a major role in establishing communication with the customers. The process of creating a lead generator through which email addresses can be collected from people by providing them an appropriate reason is also discussed. People will communicate with you only when you are interesting and can cater to their needs. Once a lead generator is created, it should be promoted on the company's website and should be promoted on different social media platforms and paid mode of advertising as well.

The book stresses about the power of emailing to the customers regularly to build a relationship with them, resulting in the sale of products which address their problems and needs. The book further suggests that the contents of the email should be short in words, sentences, and paragraphs. The book elaborates on nurturing the relationship with the customers through email campaigns, through which information about the products can reach customers and to keep them updated about what is on the offering, keeping them ahead of competitors. When

the need for a product arises, companies that do regular email campaigns are at the top of the customers' minds because of the weekly emails sent, resulting in the sale. The process of closing a deal by winning over the trust and value of customers by executing email campaigns is explained. With the advancements in digital marketing and technology, companies need to undertake diversification of sales campaigns to gain the attention of the audience. The authors have emphasized on the implementation of innovative marketing techniques elaborated in this book to yield results to the organizations rather than only knowing them in theory. The authors have also discussed that the creation of a sales funnel process should encompass creativity, hard work, and needs to be fun-packed. In this chapter, the authors explain about the execution of the sales funnel, making marketing simple for the organizations. It also discusses the importance of digital transformation of marketing strategies through advertising about the products and services through the formulation of sales funnels, which are innovative in nature. This will help organizations to become more competitive in winning over the customers in the digital era.

Suggestions and Conclusion

This book is a comprehensive step by step manual for attracting the attention of distracted customers through clarity in messages to cater to their needs in a competitive market place. The book stresses upon all organizations to plan all marketing activities by keeping the customers' perspectives as priority. In the absence of appropriate marketing infrastructure in any organization, with the implementation of a sales funnel consisting of the five stages (as described in the book), its marketing plan will automatically get rolling. Organizations ought to be more ambitious and intuitive so that they can keep on innovating and evolve through their competitive advantage in a dynamic market. Marketers need to continuously reconsider their current marketing strategies for attaining a competitive advantage over their competitors. The journey of a business starts and ends with the customer ; the primary function of a business is to understand the actual needs of the customers and transform the business's future goal to cater to their needs. Elevation of the human experience by connecting every customer through interaction is the key to brand success.

This book is for people who are into marketing and business, which guides them in the development of an operational sales funnel, which will help them in the attainment of their organizational goals. This book is also highly recommended to people who are new entrants into the market and want to sell their products. The book has simplified the process of marketing and is easily executable. The contents of the book will definitely add to their existing knowledge and enlighten them about the latest trends of marketing in the digital market. The right audiences for the book are research scholars, academicians, managers, consultants, and entrepreneurs & startups.

Authors' Contribution

Dr. M. Kishore Babu conceived the idea of the book review and selected this recently published book. B. Naveen Kumar contributed to the preparation of the book review. Dr. M. Kishore Babu contributed to the critical revision and final approval of the version to be published.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest, or non-financial interest in the subject matter, or materials discussed in this book review.

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