119 The Two Roads of Marketing

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/119-the-two-roads-of-marketing-2/

The Demand

Name the last three marketing decisions your operation made — discounts, promotions, posts, emails, events, anything. For each one: was the goal to maximize a transaction or to deepen a relationship? If the honest answer is transaction, you are on Road 1 regardless of what the marketing said it was for. The road is determined by the goal, not the label.

The Work

Name your last three marketing decisions — discounts, promotions, posts, emails, events:
1. — Goal was to maximize a transaction or deepen a relationship?
2. — Goal was to maximize a transaction or deepen a relationship?
3. — Goal was to maximize a transaction or deepen a relationship?

Are you trying to compete with the chain on their road — short-term transactions — where you can't win?

The one relationship-based move you will make instead this week, on the road the chain cannot buy its way onto: