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The **NEW RULES** of **MARKETING** & **PR**

HOW TO USE CONTENT
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SOCIAL MEDIA, AI,
LIVE VIDEO, AND
NEWSJACKING TO REACH
BUYERS DIRECTLY

COMPLETELY
REVISED & UPDATED
7TH EDITION



DAVID MEERMAN SCOTT

Praise for *The New Rules of Marketing & PR*

“The silos that marketing and PR have been operating in are crumbling. This monumental shift has redefined the ways that brands target, engage, and build relationships with their audiences. David Meerman Scott's visionary approach started a chain reaction whose effects can still be felt today. The legend that is *The New Rules of Marketing & PR* continues to be one of the most influential books in the hybrid marketer's library.”

—Jason A Miller, Global Content Marketing Leader at LinkedIn and Author of *Welcome to the Funnel*

“This excellent look at the basics of new-millennial marketing should find use in the hands of any serious PR professional making the transition.”

—*Publishers Weekly* (starred review)

“This is absolutely the *best* book on the new world of marketing and PR. David Meerman Scott is ‘the teacher's teacher in the world of social media.’ I get all my best stuff from him. In fact, I buy each new edition because, in the ever-changing world of online marketing, if you don't stay current, you die a fast death. This edition is so *new* that it includes tools I hadn't even heard of yet. You'll love it.”

—Michael Port, *New York Times* Bestselling Author of *Book Yourself Solid*

“Most professional marketers—and the groups in which they work—are on the edge of becoming obsolete, so they'd better learn how marketing is really going to work in the future.”

—BNET, “The Best & Worst Business Books”

"The New Rules of Marketing & PR has inspired me to do what I have coached so many young artists to do, 'Find your authentic voice, become vulnerable, and then put yourself out there.' David Meerman Scott expertly and clearly lays out how to use many great new tools to help accomplish this. Since reading this book, I have been excited about truly connecting with people without the filter of all the 'old PR' hype. It has been really energizing for me to speak about things that I really care about, using my real voice."

—Meredith Brooks, Multi-Platinum Recording Artist, Writer, Producer, and Founder of record label Kissing Booth Music

"I've relied on *The New Rules of Marketing & PR* as a core text for my New Media and Public Relations course at Boston University for the past eight years. David's book is a bold, crystal-clear, and practical guide toward a new (and better) future for the profession."

—Stephen Quigley, Boston University

"What a wake-up call! By embracing the strategies in this book, you will totally transform your business. David Meerman Scott shows you a multitude of ways to propel your company to a thought leadership position in your market and drive sales—all without a huge budget. I am a huge fan and practitioner of his advice."

—Jill Konrath, Author of *Snap Selling* and Chief Sales Officer, SellingtoBigCompanies.com

"David is a leading expert on how the digital age has dramatically changed marketing and PR. A great guide for large and small companies alike to navigate the 'new rules.'"

—Martin Lindstrom, *New York Times* Bestselling Author of *Buyology: The Truth and Lies about Why We Buy*

“When I read the *New Rules* for the first time, it was a ‘eureka’ moment for me at HubSpot. David nailed the fundamental shifts going on in the buyer-seller relationship and wrote the classic text to help marketers take advantage of them.”

—**Brian Halligan, HubSpot CEO and Co-Author of *Inbound Marketing***

“The Internet is not so much about technology as it is about people. David Meerman Scott, in his remarkable *The New Rules of Marketing & PR*, goes far beyond technology and explores the ramifications of the web as it pertains to people. He sets down a body of rules that show you how to negotiate those ramifications with maximum effectiveness. And he does it with real-life case histories and an engaging style.”

—**Jay Conrad Levinson, Father of Guerrilla Marketing and Author, *Guerrilla Marketing* series of books**

“*The New Rules of Marketing & PR* teaches readers how to launch a thought leadership campaign by using the far-reaching, long-lasting tools of social media. It is an invaluable guide for anyone who wants to make a name for themselves, their ideas, and their organization.”

—**Mark Levy, Co-Author, *How to Persuade People Who Don't Want to Be Persuaded*, and Founder of Levy Innovation: A Marketing Strategy Firm**

“*Revolution* may be an overused word in describing what the Internet has wrought, but revolution is exactly what David Meerman Scott embraces and propels forward in this book. He exposes the futility of the old media rules and opens to all of us an insiders' game, previously played by a few well-connected specialists. With this rule book to the online revolution, you can learn how to win minds and markets, playing by the new rules of new media.”

—**Don Dunnington, President, International Association of Online Communicators (IAOC); Director of Business Communications, K-**

Tron International; and Graduate Instructor in Online Communication, Rowan University, Glassboro, New Jersey

“The history of marketing communications—about 60 years or so—has been about pushing messages to convince prospects to take some action we need. Now marketing communications, largely because of the overwhelming power and influence of the web and other electronic communications, is about engaging in conversation with prospects and leading/persuading them to take action. David Meerman Scott shows how marketing is now about participation and connection, and no longer about strong-arm force.”

—Roy Young, Chief Revenue Officer, MarketingProfs.com, and Co-Author, *Marketing Champions: Practical Strategies for Improving Marketing's Power, Influence, and Business Impact*

“David Meerman Scott not only offers good descriptions of digital tools available for public relations professionals, but also explains strategy, especially the importance of thinking about PR from the public's perspectives, and provides lots of helpful examples. My students loved this book.”

—Karen Miller Russell, Associate Professor, Grady College of Journalism and Mass Communication, University of Georgia

“This is a must-read book if you don't want to waste time and resources on the old methods of Internet marketing and PR. David Meerman Scott reviews the old rules for old times' sake while bridging into the new rules for Internet marketing and PR for your cause. He doesn't leave us with only theories, but offers practical and results-oriented how-tos.”

—Ron Peck, Executive Director, Neurological Disease Foundation

“*The New Rules of Marketing & PR* is all about breaking the rules and creating new roles in traditional functional areas. Using maverick, nontraditional approaches to access and engage a multiplicity of audiences, communities, and thought leaders online, PR people are realizing new value,

influence, and outcomes. We're now in a content-rich, Internet-driven world, and David Meerman Scott has written a valuable treatise on how marketing-minded PR professionals can leverage new media channels and forums to take their stories to market. No longer are PR practitioners limited in where and how they direct their knowledge, penmanship, and perception management skills. The Internet has multiplied and segmented a wealth of new avenues for directly reaching and activating key constituencies and stakeholders. A good book well worth the read by all marketing mavens and aging PR flacks."

—Donovan Neale-May, Executive Director, CMO Council

"The New Rules of Marketing & PR provides a concise action plan for success. Rather than focusing on a single solution, Scott shows how to use multiple online tools, all directed toward increasing your firm's visibility and word-of-mouth awareness."

—Roger C. Parker, Author of *The Streetwise Guide to Relationship Marketing on the Internet* and *Design to Sell*

"Once again we are at a critical inflection point on our society's evolutionary path, with individuals wresting away power and control from institutions and traditional gatekeepers who control the flow of knowledge and maintain the silo walls. As communications professionals, we have little time to figure out what has changed, why it changed, and what we should be doing about it. If you don't start doing things differently and start right now, you may as well start looking for your next career path. In a world where disruption is commonplace and new ways of communicating and collaborating are invented every day, what does it take for a hardworking, ethical communications professional to be successful? David Meerman Scott's book, *The New Rules of Marketing & PR*, is an insightful look at how the game is changing as we

play it and some of the key tactics you need to succeed in the knowledge economy.”

—Chris Heuer, Co-Founder, Social Media Club

Also by David Meerman Scott

Fanocracy: Turning Fans into Customers and Customers into Fans (with Reiko Scott)

The New Rules of Sales and Service: How to Use Agile Selling, Real-Time Customer Engagement, Big Data, Content, and Storytelling to Grow Your Business

Marketing the Moon: The Selling of the Apollo Lunar Program (with Richard Jurek)

Real-Time Marketing & PR: How to Instantly Engage Your Market, Connect with Customers, and Create Products That Grow Your Business Now

Marketing Lessons from the Grateful Dead: What Every Business Can Learn from the Most Iconic Band in History (with Brian Halligan)

Newsjacking: How to Inject Your Ideas into a Breaking News Story and Generate Tons of Media Coverage

World Wide Rave: Creating Triggers That Get Millions of People to Spread Your Ideas and Share Your Stories

Tuned In: Uncover the Extraordinary Opportunities That Lead to Business Breakthroughs (with Craig Stull and Phil Myers)

Cashing in with Content: How Innovative Marketers Use Digital Information to Turn Browsers into Buyers

Eyeball Wars: A Novel of Dot-Com Intrigue

The New Rules of Marketing & PR

**How to Use Content Marketing,
Podcasting, Social Media, AI, Live
Video, and Newsjacking to Reach
Buyers Directly**

Seventh Edition

David Meerman Scott

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For the Scott women

*my mother, Carolyn J. Scott;
my wife, Yukari Watanabe Scott;
and my daughter, Allison C.R. Scott*

CONTENTS

[Cover](#)

[Praise for *The New Rules of Marketing & PR*](#)

[Also by David Meerman Scott](#)

[Introduction](#)

[The New Rules](#)

[Life with the New Rules](#)

[What's New](#)

[Writing Like on a Blog, but in a Book](#)

[Showcasing Success](#)

[Notes](#)

[I How the Web Has Changed the Rules of Marketing and PR](#)

[1 The Old Rules of Marketing and PR Are Ineffective in an Online World](#)

[Advertising: A Money Pit of Wasted Resources](#)

[One-Way Interruption Marketing Is Yesterday's Message](#)

[The Old Rules of Marketing](#)

[Public Relations Used to Be Exclusively about the Media](#)

[Public Relations and Third-Party Ink](#)

[Yes, the Media Are Still Important](#)

[Press Releases and the Journalistic Black Hole](#)

[The Old Rules of PR](#)

[Learn to Ignore the Old Rules](#)

[Notes](#)

2 The New Rules of Marketing and PR

The Most Important Communications
Revolution in Human History

Open for Business

The Long Tail of Marketing

Tell Me Something I Don't Know, Please

Bricks-and-Mortar News

The Long Tail of PR

The New Rules of Marketing and PR

The Convergence of Marketing and PR on the
Web

Notes

3 Reaching Your Buyers Directly

The Right Marketing in a Wired World

Let the World Know about Your Expertise

Develop Information Your Buyers Want to
Consume

Big Birge Plumbing Company Grows Business
in a Competitive Market

Buyer Personas: The Basics

Think Like a Publisher

Staying Connected with Members and the
Community

Know the Goals and Let Content Drive Action

Real-Time Business at American Airlines
Reaches Buyers Directly

Notes

II Web-Based Communications to Reach Buyers Directly

4 Social Media and Your Targeted Audience

What Is Social Media, Anyway?

[Social Media Is a Cocktail Party](#)

[“Upgrade to Canada” Social Program Nabs Tourists from Other Countries](#)

[Social Networking and Agility](#)

[When Social Networking Doesn’t Work: The Cannabis Business in America](#)

[The New Rules of Job Search](#)

[How to Find a New Job via Social Media](#)

[Social Networking Drives Adagio Teas’ Success](#)
[Notes](#)

[5 Blogs: Tapping Millions of Evangelists to Tell Your Story](#)

[Why You Still Need a Blog in the Age of Social Networking](#)

[Blogs, Blogging, and Bloggers](#)

[A Blog \(or Not a Blog\)](#)

[California Lawyer Blogs to Build Authority and Drive More Business](#)

[Understanding Blogs in the World of the Web](#)

[The Four Uses of Blogs for Marketing and PR](#)

[Monitor Blogs—Your Organization’s Reputation Depends on It](#)

[Comment on Blogs to Get Your Viewpoint Out There](#)

[Bloggers Love Interesting Experiences](#)

[How to Reach Bloggers around the World](#)

[Do You Allow Employees to Send Email? How about Letting Them Blog?](#)

[Not Another Junky Blog](#)

[Get Started Today](#)

Notes

6 Audio and Video Drive Action

Improv with the CIO

What University Should I Attend?

Building a Business One YouTube Video at a Time

Have Fun with Your Videos

Audio Content Delivery through Podcasting

Hack the Entrepreneur Podcast Delivers New Clients for Host's Consulting Business

Grammar Girl Podcast

Notes

7 The Content-Rich Website

Political Advocacy on the Web

Content: The Focus of Successful Websites

Reaching a Global Marketplace

Make Your Site Mobile Friendly

Putting It All Together with Content

Great Websites: More Art Than Science

Notes

8 Marketing and PR in Real Time

Real-Time Marketing and PR

John Green Thumps Tom Cruise

Develop Your Real-Time Mind-Set

Real-Time Blog Post Drives \$1 Million in New Business

The Time Is Now

Snapchat for Business

Crowdsourced Support

Notes

9 Artificial Intelligence and Machine Learning for Marketing and PR

AI-Powered Marketing and PR

Your Marketing May Already Be AI-Powered

Find Ways for AI to Benefit Customers

Creating an AI Project

Making AI a Part of Your Marketing

Remaining Human in a World of AI

Notes

III Action Plan for Harnessing the Power of the New Rules

10 You Are What You Publish: Building Your Marketing and PR Plan

What Are Your Organization's Goals?

Buyer Personas and Your Organization

The Buyer Persona Profile

How Beko Develops Products Global

Consumers Are Eager to Buy

Reaching Senior Executives

The Importance of Buyer Personas in Web Marketing

In Your Buyers' Own Words

What Do You Want Your Buyers to Believe?

Developing Content to Reach Buyers

Marketing Strategy Planning Template

The New Rules of Measurement

Asking Your Buyer for a Date

Measuring the Power of Free

[What You Should Measure](#)

[Stop Thinking of Content Creation as a Marketing Expense](#)

[Stick to Your Plan](#)

[Notes](#)

[11 Growing Your Business: How Marketing and PR Drive Sales](#)

[It's Time for a Sales Transformation](#)

[How Web Content Influences the Buying Process](#)

[Tips for Creating a Buyer-Centric Website](#)

[Step 1: Sales Begin with Informational Content](#)

[Step 2: A Friendly Nudge](#)

[Step 3: Closing the Deal](#)

[Triathlon Coach Delivers Content for All Ability Levels](#)

[Salespeople as Content Curators](#)

[Your Company's Salesperson-in-Chief](#)

[Educating Your Salespeople about the New Buying Process](#)

[Registration or Not? Data from an E-Book Offer](#)

[Close the Sale—Continue the Conversation](#)

[Measure and Improve](#)

[How a Content Strategy Grew Business by 50 Percent in One Year](#)

[Notes](#)

[12 Strategies for Creating Awesome Content](#)

[Ways to Get Your Information Out There](#)

[How to Create Thoughtful Content](#)

[How Raytheon Uses Journalists to Create Interesting Content](#)

[Content Creation in Highly Regulated Industries](#)

[Leveraging Thought Leaders outside Your Organization](#)

[Who Wrote That Awesome White Paper?](#)

[How Much Money Does Your Buyer Make?](#)
[Notes](#)

[13 How to Write for Your Buyers](#)

[An Analysis of Gobbledygook](#)

[Poor Writing: How Did We Get Here?](#)

[Effective Writing for Marketing and PR](#)

[The Power of Writing Feedback \(from Your Blog\)](#)

[Injecting Humor into Product Descriptions](#)

[Brand Journalism at Boeing](#)

[Notes](#)

[14 Social Networking as Marketing](#)

[Television's Eugene Mirman Is Very Nice and Likes Seafood](#)

[How to Use Facebook to Market Your Product or Service](#)

[Increase Engagements with Facebook Groups](#)

[Check Out My LinkedIn Profile](#)

[Tweet Your Thoughts to the World](#)

[Social Networking and Personal Branding](#)

[The CIA Joins Twitter](#)

[The Sharing More Than Selling Rule](#)

[Connecting with Fans](#)

[How Amanda Palmer Raised a Million Dollars via Social Networking](#)

[Which Social Networking Site Is Right for You?](#)

[Nextdoor, the Social Network for Local Businesses](#)

[You Can't Go to Every Party, So Why Even Try?](#)

[Optimizing Social Networking Pages](#)

[Integrate Social Media into an Offline Conference or Event](#)

[Build a Passionate Fan Base](#)

[Social Networking and Crisis Communications](#)

[Why Participating in Social Media Is Like Exercise](#)

[Notes](#)

[15 Blogging to Reach Your Buyers](#)

[What Should You Blog About?](#)

[Blogging Ethics and Employee Blogging Guidelines](#)

[Blogging Basics: What You Need to Know to Get Started](#)

[Bling Out Your Blog](#)

[Building an Audience for Your New Blog](#)

[Tag, and Your Buyer Is It](#)

[Cities That Blog](#)

[Blogging outside North America](#)

[What Are You Waiting For?](#)

[Notes](#)

[16 An Image Is Worth a Thousand Words](#)

[Photographs as Compelling Content Marketing](#)

[Images of Real People Work Better Than Inane Stock Photos](#)

[How to Market an Expensive Product with Original Photographs](#)

[Why I Love Instagram](#)

[Marketing Your Product with Photos on Instagram](#)

[Sharing with Pinterest](#)

[The Power of SlideShare for Showcasing Your Ideas](#)

[Infographics](#)

[Notes](#)

[17 Video and Podcasting Made Easy](#)

[Video and Your Buyers](#)

[Business-Casual Video](#)

[Stop Obsessing over Video Release Forms](#)

[Your Smartphone Is All You Need](#)

[Facebook Live Is Great for Real-Time Content Marketing](#)

[Video to Showcase Your Expertise](#)

[Getting Started with Video](#)

[Video Created for Buyers Generates Sales Leads](#)

[Podcasting 101](#)

[Notes](#)

[18 How to Use News Releases to Reach Buyers Directly](#)

[News Releases in a Web World](#)

[The New Rules of News Releases](#)

[If They Find You, They Will Come](#)

[Driving Buyers into the Sales Process](#)

[Developing Your News Release Strategy](#)

[Publishing News Releases through a Distribution Service](#)

[Reach Even More Interested Buyers with RSS Feeds](#)

[Simultaneously Publish Your News Releases to Your Website](#)

[The Importance of Links in Your News Releases](#)

[Focus on the Keywords and Phrases Your Buyers Use](#)

[If It's Important Enough to Tell the Media, Tell Your Clients and Prospects, Too!](#)

[Notes](#)

[19 Your Newsroom: A Front Door for Much More Than the Media](#)

[Your Newsroom as \(Free\) Search Engine Optimization](#)

[Reaching Reporters and Editors and Telling Your Story](#)

[Best Practices for Newsrooms](#)

[Ontario University Shines Spotlight on Faculty Researchers](#)

[A Newsroom to Reach Journalists, Customers, and Bloggers](#)

[Notes](#)

[20 The New Rules for Reaching the Media](#)

["Re:," Nontargeted Pitches, and Other Sleazy Tactics](#)

[The New Rules of Media Relations](#)

[Blogs and Media Relations](#)

[How Blog Mentions Drive Mainstream Media Stories](#)

[Launching Ideas with the U.S. Air Force](#)

[How to Pitch the Media](#)

[Notes](#)

[21 Newsjacking Your Way into the Media](#)

[Journalists Are Looking for What You Know](#)

[Get Your Take on the News into the Marketplace of Ideas](#)

[How to Find News to Jack](#)

[Twitter Is Your Newsjacking Tool](#)

[Beware: Newsjacking Can Damage Your Brand](#)

[Newsjacking for Fun and Profit](#)

[Notes](#)

[22 Search Engine Marketing](#)

[Making the First Page on Google](#)

[Search Engine Optimization](#)

[Own Your Marketing Assets Instead of Renting Them](#)

[The Long Tail of Search](#)

[The *Super* Long Tail of Voice Search](#)

[Carve Out Your Own Search Engine Real Estate](#)

[Web Landing Pages to Drive Action](#)

[Optimizing the Past](#)

[Search Engine Marketing in a Fragmented Business](#)

[Notes](#)

[23 Make It Happen](#)

[Your Mind-Set](#)

[The Journey from a Traditional Marketing Executive to a Modern CMO](#)

[Manage Your Fear](#)

[Mixing Business with Your Personal Life on Social Networks](#)

[Getting the Help You Need \(and Rejecting What You Don't\)](#)

[Bringing It All Together: Brand Journalism at Cleveland Metropolitan School District](#)

[Great for Any Organization](#)

[Now It's Your Turn](#)

[Notes](#)

[Acknowledgments for the Seventh Edition](#)

[About the Author](#)

[Index](#)

[Master Newsjacking Course](#)

[Have David Meerman Scott Speak at Your Next Event!](#)

[End User License Agreement](#)

Introduction

A few years ago I was considering buying a new surfboard. I've been mainly riding an 8'0" Spyder Wright over the past several years, and I wanted to get a smaller board. In an article in *Surfer* magazine, I read about a trend back to wooden surfboards, so I thought I'd do a little research on wood as an option for my next purchase. Like billions of other consumers, I headed over to Google to start my research. I entered the phrase "wooden surfboard." Then I followed the link at the top search result to Grain Surfboards at grainsurfboards.com.

I was not disappointed. The Grain Surfboards site drew me in immediately with beautiful images of the boards and excellent descriptions of how the company makes them. No wonder Grain Surfboards had the top search result for the most important phrase in their business.

I learned that while surfboards were originally made of solid wood a hundred or more years ago in Hawaii, for the past 60 years machine-made materials such as polyurethane or polystyrene foam have all but replaced wood. After all, wood is heavier and harder to work with.

However, along came Grain Surfboards. The company pioneered the idea of applying boatbuilding techniques to make a hollow wooden board that is light, beautiful, and eco-friendly. The Grain Surfboards site wasn't just talking up their products. It was educating me about the history of my sport.

The lessons didn't stop with history. In fact, the company details its building process on the web for all to see. The idea of sharing your best ideas is foreign to many marketers and entrepreneurs, because people don't want

their competitors to understand their business. Yet the more you educate a consumer, the more likely they are to buy.

Along the way, I learned that at Grain Surfboards, you can buy a build-it-yourself wooden surfboard kit that has everything you need, including detailed plans. I also learned that the company conducts classes most months in its Maine workshop and also has a traveling course (held recently in California). If building your own board doesn't appeal to you, you can have the artisans at Grain Surfboards craft one for you.

Grain Surfboards perfectly illustrates a different way of doing business—the very method we will discuss in this book. Grain Surfboards understands that when you share your work on the web, you spread your ideas and grow your business as a result. Throughout these pages, we'll discuss how to create content that educates and informs, just like Grain Surfboards does.

As I was poking around on the site, I found my way to the Grain Surfboards Facebook page (12,000+ likes) and the [@GrainSurfboards](#) Instagram feed (50,000+ followers). Grain Surfboards engages with fans and shares what's new. Because fans are excited to be engaged, they naturally help spread the company's ideas—without even being asked. On Instagram, for example, Grain Surfboards posts get hundreds of likes and many comments and shares. The team regularly posts images of the boards they are building, of customer-created work, and, of course, images of surfing enthusiasts shredding atop the company's gorgeous boards.

In this book, you'll learn how to use tools like Instagram and Facebook in your business too. Social networking platforms are easy, fun, and powerful to use. It just takes a minute or two to shoot a photo, manipulate it with the

filters, and share it with your network. With Instagram, images and videos do the talking, so even writing-challenged people can create awesome content.

In about 10 minutes of research on the Grain Surfboards site, as well as their Facebook and Instagram feeds, I made up my mind to purchase one of their boards. But I did more than that. I signed up for the four-day class on building a wooden surfboard held at the factory in York, Maine. When I read this description, I just couldn't refuse this empowering opportunity: *"Four days in, beautiful board out! You'll get right down to it in this four-day class, beginning on Day 1 with a board that has pre-installed (by us) frames, chine and one railstrip. You'll pair up with another student to build the rails of your board in the morning and your classmate's that afternoon. Spend the remaining three days completing, shaping and sanding your board. It's fast, but it's fun and in only four days, you've got a shaped and sanded board ready for glass."* Sign me up!

It was an fantastic experience to build my own board. Many others share my enthusiasm, and they tell the story of their Grain Surfboards workshop via the company's Facebook page. These posts further spread the word about the brand. My story? Four days to a beautiful 6'4" Wherry fish model board, which I left behind to be finished with a fiberglass coating. When I went back to pick it up, I signed up for a second course to build yet another board.

The company has me hooked. Grain Surfboards has built a thriving business and become number one in its marketplace. And the online content is a primary reason for its success. The company doesn't resort to paying for expensive ads in surfing magazines. It doesn't focus on trying to get retailers to carry its product. Instead, it

reaches potential buyers directly—at the precise moment when those buyers are looking for what it sells.

I did a search on Google for “wooden surfboard.” Less than a half-hour later, I had my credit card out to book a class in another state! Had it not been for Grain Surfboards’ content-rich website, beautiful images, detailed process information, and happy customer showcase, I would have quickly clicked away to check out other manufacturers. Instead, I spent thousands of dollars, rewarding a company that had treated me with respect and invited me into the wooden surfboard world.

The web provides tremendous opportunities to reach buyers directly, and you will learn how to harness that power. What was science fiction just a few years ago is common, even expected, today. Take a moment to acknowledge how incredible it is that you can instantly create a video stream using that small device in your pocket and connect to a service like Facebook Live, Instagram, or Snapchat to reach thousands of interested people who pay attention to what you are broadcasting. Or you can have a two-way video conversation with a potential customer on the other side of the planet. For free! Your mobile device is much more powerful than what the creators of *The Jetsons* imagined decades ago. Each of us has the ability to reach almost any human on the planet in real time. You can publish content—a blog post, video, infographic, photo—to reach potential customers who will be eager to do business with you.

There used to be only three ways to get noticed: Buy expensive advertising, beg the mainstream media to tell your story for you, or hire a huge sales staff to bug people individually about your products. Now we have a better option: publishing interesting content on the web, content that your buyers *want* to consume. The tools of the

marketing and PR trade have changed. The skills that worked offline to help you buy or beg or bug your way into opportunity are the skills of interruption and coercion. Online success comes from thinking like a journalist and publishing amazing content that will brand you as an organization or person it would be a pleasure to do business with. You are in charge of your own success.

The New Rules

At the height of the dot-com boom, I was vice president of marketing at NewsEdge Corporation, a NASDAQ-traded online news distributor with more than \$70 million in annual revenue. My multimillion-dollar marketing budget included tens of thousands of dollars per month for a public relations (PR) agency, hundreds of thousands per year for print advertising and glossy brochures, and expensive participation at a dozen trade shows per year. My team put these things on our marketing to-do list, worked like hell to execute, and paid the big bucks for it all because that's what marketing and PR people did. These efforts made us feel good because we were *doing something*, but the programs were not producing significant, measurable results. We were working based on the rules of the past.

At the same time, drawing on experience I had gained in my previous position as Asia marketing director for the online division of Knight-Ridder (then one of the largest newspaper and information companies in the world), my team and I quietly created content-based marketing and PR programs on the web.

Against the advice of the PR agency professionals we had on retainer (who insisted that press releases were only for the press), we wrote and sent dozens of releases ourselves. Each time we sent a release, it appeared at online services such as Yahoo! and *resulted in sales leads*. Even though our

advertising agency told us not to put the valuable information “somewhere where competitors could steal it,” we created a monthly newsletter called *The Edge*, about the exploding world of digital news. We made it freely available on the homepage of our website *because it generated interest from buyers, the media, and analysts*.

Way back in the 1990s, when web marketing and PR were in their infancy, my team and I ignored the old rules, drawing instead on my online publishing experience, and created a marketing strategy using content to reach buyers directly on the web. The homegrown programs we created at virtually no cost consistently generated more interest from qualified buyers, the media, and analysts—and resulted in more sales—than the big-bucks programs that the “professionals” were running for us. People we never heard of were finding us through search engines. We had discovered a better way to reach buyers.

In 2002, after NewsEdge was sold to the Thomson Corporation (now Thomson Reuters), I started my own business to refine my ideas and teach others through writing, speaking at conferences, and conducting seminars for corporate groups. The objective in all this work was to help others reach buyers directly with web content. Since then, many new forms of online media have burst onto the scene, including social networks like Twitter, Facebook, Instagram, Snapchat, and Pinterest, plus blogs, podcasts, video, and virtual communities. But what all the new web tools and techniques have in common is that they are the best way to communicate *directly* with your marketplace.

This book actually started as web marketing on my blog more than a decade ago. I published an e-book called *The New Rules of PR*,^{[1](#)} immediately generating remarkable enthusiasm (and much controversy) among marketers and businesspeople around the world. Since the e-book was