

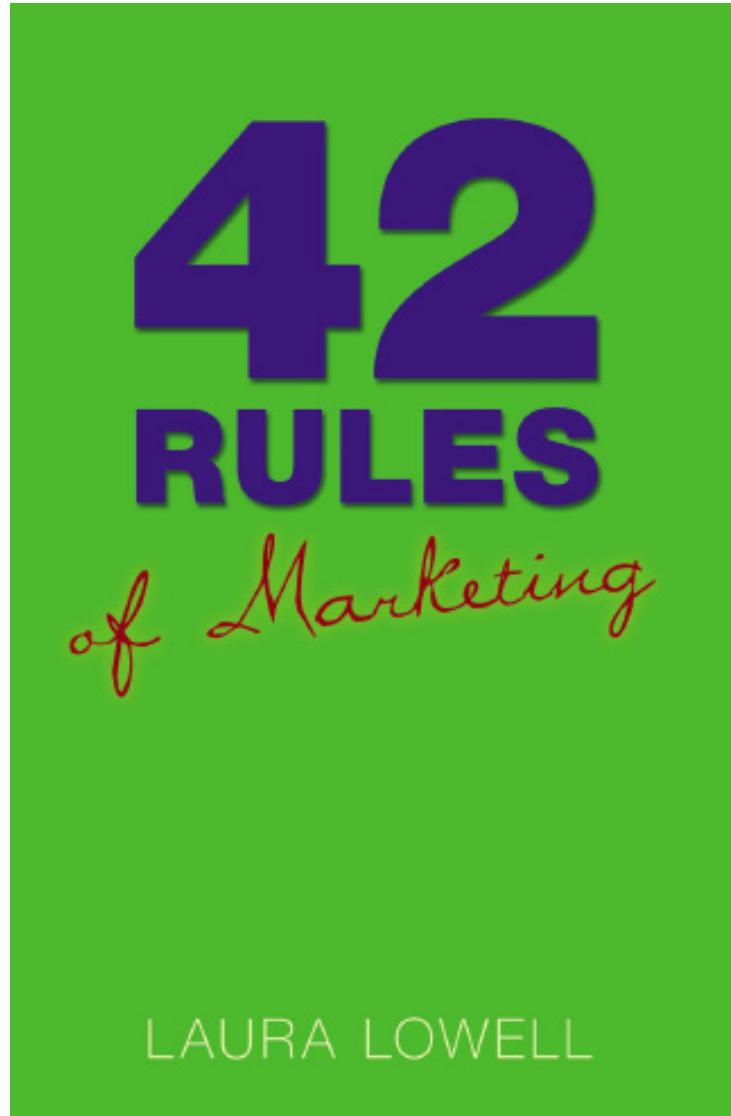
42 Rules of Marketing

Laura Lowell, Principal
Impact Marketing Group
www.impact-mg.com



A little bit about myself...

- Consultant, Author and Entrepreneur
- HP, Intel and IBM
- Enterprise, SMB and Consumer
- Hardware, Software, Services
- Go Bears!



"Laura's insights in The 42 Rules of Marketing are invaluable. The book is an easy and fun read, and is a great reminder of many of the things that we marketers know intuitively but may have forgotten in the rush of doing our daily jobs."

*Brian Lawley
President, 280 Group & Silicon Valley
Product Management Association*

"These 42 Rules are gems of advice and gentle reminders that every marketer needs to hear from time to time, packaged in concise, fun-to-read nuggets. If "marketing" is in your title, you need to have this book in your library."

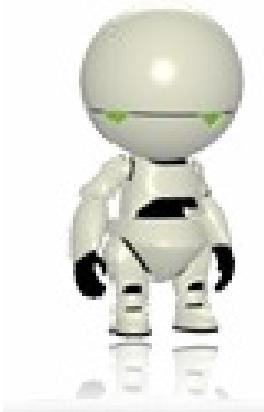
*Chris Shipley
Co-Founder, Guidewire Group Inc.
Executive Producer of the DEMO Conference*

"It's an actionable guide for anyone looking to improve the quality of their marketing. Laura's rules have sparked ideas with me and my team and have helped us make a lot of progress. Keep it on your desk, refer to it often and tell a friend."

*Melissa Johnson
Director, Annual Fund,
Walter A. Haas School of Business, UC Berkeley*

Why 42?

“The answer to the ultimate question of life, the universe, and everything.”



*Douglas Adams
The Hitchhiker's Guide to the Galaxy*

Rule 1: Rules are Meant to be Broken



Rules are guidelines. Use them when they help you. But don't let them tie you down or hinder great ideas.

Rule 2: Marketing Must Result in Sales



Marketing is the way you create and distribute messages to get people's attention so you can convince them to buy more of your stuff.

Rule 12: Be Different



Differentiation is the way you go about separating your product from the crowd so it is more attractive to your potential customers.

Rule 15: Just Say Not to Jargon



The point is, make sure what you write
actually means something.

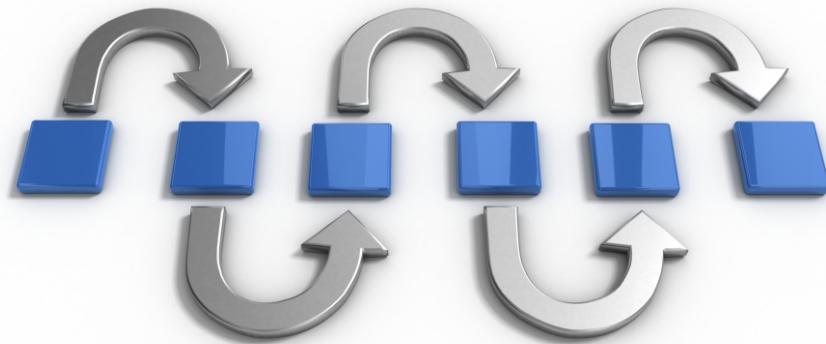
Rule 23: Viral Marketing Is A Tactic



The things that typically take off are either tragically sad or hilariously funny.

Rule 33:

Marketing Plans Are Good



Please don't confuse your marketing plan
with a long list of tactics.

Rule 37: Always Have A Deadline



As helpful as deadlines are to get things started, they also have an additional benefit...they give you a point to stop.

Rule 39: Deliver What You Promise



There is nothing wrong with creating an environment of anticipation...But the experience better pay off.

Rule 42: These Are My Rules.

What Are Yours?
www.42rules.com



Be Heard.