

**Matthew:** Hello and welcome to Marketing Smarts, a podcast brought to you by MarketingProfs. I'm your host Matthew Grant, Managing Editor here at MarketingProfs, and I thank you for listening.

For-profit companies and non-profits have one thing in common. They both put a lot of effort into getting people to give them money. On the for-profit front, companies offer goods or services in exchange for the cash.

On the non-profit side by contrast, organizations seek financial support for their mission asking little or no money from the folks they ultimately serve.

Having learned that people don't enjoy being marketed to, for-profit concerns are moving increasingly in the direction of content marketing. They offer advice, entertainment or tools as a way of establishing credibility, building relationships and ultimately enticing folks to buy from them.

Non-profits are learning this lesson as well. They are finding new and innovative ways to use tools like social media to offer potential donors information, access to a community of like-minded souls and the opportunity to participate in something greater than themselves. This is all in lieu of begging for money.

John Haydon spends most of his waking hours helping non-profits make the most of their web presence through the consultancy he co-founded Inbound Zombie as well as through 501 Mission Place, an online forum for non-profit founders and executive directors.

John is also currently working on the third edition of *Facebook Marketing for Dummies* which will be out in early 2012. I should also mention that John has done time as a Marketing Profs University instructor. Welcome to Marketing Smarts.

**John:** Thanks, Matt. I'm glad to be here.

**Matthew:** I'm glad you're here as well. I think the burning question in everyone's mind is, why do you call your company Inbound Zombie?

**John:** To be perfectly honest I came up with it because it was a cool name. That's the honest truth. As time has gone on I realized that name came from my unconscious. It was from somewhere in the depths of the universe.

"Zombie" has a lot to do with how the web is functioning today. You can attract people with social media. They can come to you using Facebook, search engine optimization and blogs. They are coming to you like a herd of zombies.

I gave a presentation at Blog World about idea zombies. Even with this new technology the issues I see in the non-profit world are that there is still old thinking. There are old idea zombies.

For example, we think we have to push a message out to people. It has to be written a certain way like a marketing brochure. That's not working anymore. The other idea that people are hooked on in the non-profit world is, "Give me, give me, give me. Donate to my cause."

A secondary thought is, "We're doing some interesting stuff that you might want to talk about." That's my thinking about "zombie."

**Matthew:** It started out as something that came up from the depths of the universe, as you said. The more you thought about it you said, "Wait. There is something here." I'm curious about what you were just talking about. It was about idea zombies.

I don't know who said it. I want to say it was Karl Marx. The weight of the past constantly weighs on the minds of the present. We're working and struggling under received notions and traditional ideas even if they no longer apply to the world that we live in.

Philosophy and enlightened individuals need to free themselves from these received ideas. Sometimes you can do that by reflecting on them. Someone might point out to you, "This is the way you're approaching this. It doesn't jibe with reality."

Could you talk more about these idea zombies and the alternative? People are trapped in this old thinking of, "We have to message, broadcast and push our message out there. We have to manipulate people and get them to do stuff that we want them to do."

It's funny to hear you say this. People have been talking about that world being dead for a long time. It's funny that people still think that way. You see how people use social media. They are using it as a broadcast channel.

You will see a Twitter stream that says, "Here's our links. Check this out. Get this offer." You think, "Is that what Twitter is about?"

There are two things that I'd love to hear about. Are there other ideas that you think people are still clinging to that are outmoded? What's the new, better idea that should replace this zombified thinking?

**John:** That's a great question. I will back up a little bit. I think the reason why outdated thinking is such an issue is not because people are slow at changing the way they're thinking. It's that the technology has happened so quickly.

We've only had Facebook for six years. The marketing and PR culture need to catch up to it. We instantly have people who are able to share what they're doing and how they feel about brands. They can connect with a brand on Facebook.

They expect a certain reply. They expect it to be two-way. People expect that now because of the web. Brands and marketing culture have not caught up to that. That's the issue.

Here are some examples. There is generosity. It is giving to people and creating value. In the non-profit world there is more of a sense of "take, take, take." They say, "Donate to my cause. We're doing great things to change the world. That's why you should donate."

That's an attitude of begging people with social media. That's outdated thinking. Now people who support different causes can choose very quickly. They think, "I want to support this organization. No, I'd rather support this one." They can choose.

They have free choice now more than ever to support a number of causes. People are generally looking for which causes are giving them the most value. There are organizations that are generous with that and seeking to understand what is valuable for their constituents.

What creates meaning for them? What creates value in their lives? The more that an organization or a brand can meet that desire that everyone has, the better they will be. That's one thing.

I alluded to the other thing before. It is the marketing speak. They have a clever copywriter who can come up with cool words. Don Draper will come up with some great tag line.

You now have to speak sincerely and honestly like you would to your friends. That's what brands are learning on Facebook. They're learning this slowly but surely. It's the same thing on Twitter. Think about it.

When you're on Facebook 90% of the time you're connecting with your friends. You talk a certain way. There is a back-and-forth banter. You say, "I'm going to hang out with relatives." They say, "That's too bad. I'm sorry for your loss." Brands need to learn how to have that human, personable dialogue.

**Matthew:** That's what I've been saying for a while. No one will listen. You don't need a brand. You need a personality. It's more about thinking of the personality of your organization, product and service and how you can express that in a personal way.

Usually that means unleashing the people in your organization and letting them talk rather than channeling things through PR. I want to go back to what you were saying before about non-profits. It was interesting that you said it's like begging through social media.

I'd love to hear the examples you hinted at of non-profits that are thinking like some of the more forward-thinking organizations in the profit world that are focusing on social media. They realize that you have to give to get. There needs to be value in what you tell people.

We're going to have Laura Fitton on here in a couple of weeks. I saw her speak a couple of weeks ago. She asked this question that is sticking with me. I keep bringing it up in every episode. It is, "Is your marketing useful?" Of course your marketing is useful to you.

You think, "Yes, I'm doing this because it's a great lead generation program. We got 3,000 sign-ups. We had 2% conversion. I'm so psyched." We understand the value and usefulness of our marketing to us. It's a tool that we're using to make money or forward our cause.

We don't usually think, "How useful is my marketing to the people receiving it?" I think that HubSpot is the poster child for this with their website grader. That is useful marketing. Even if someone never buys from HubSpot they can use this. I've used it.

I said, "I want to know how I score." You hinted that you thought there were some non-profits moving beyond the begging bowl. They are trying to emulate what people in the for-profit world are doing by providing value in their calls to action. Is there an example that you could describe to us?

**John:** Yes. I have two examples. One is a very small non-profit called Epic Change. You may know them. They do a campaign every year around Thanksgiving. It's called Tweetsgiving. They have a 48 hour campaign around Thanksgiving. They use Twitter, Flickr, YouTube and Facebook.

They use every channel you can imagine. I've been working with them since 2008. When they started this campaign, the founder Stacey Monk was insistent. She said, "We are not going to ask people for money. That won't be our message. Our message is to create a dialogue around gratitude. What are you grateful for?"

Something that non-profits have that for-profits don't have is the ability to create meaning for people in their lives. Think about it. We have wars going on. The economy is bad. There are crazy things going on. People want meaning in their lives.

They want to feel like they're living a valuable life. Non-profits have this incredible opportunity to make people feel, "Yes, I'm contributing to the world in a way that will change it permanently." Rather than begging for money Stacey had the faith to trust people.

She trusted the fact that people want to feel good. They want to express what they're grateful for. The campaign was a huge explosion of gratitude on Twitter, Facebook and Flickr. It was people saying things that they're grateful for.

Maybe they shared a picture of their brother. They said, "I'm so glad that my brother is in town for Thanksgiving." It was something simple like that. They created a landing page for this entire campaign that people were directed to.

All of those conversations were displayed on this landing page. For example, Twitter would have birds flying across with someone's tweet. It was a very interactive website. The sidebar said, "This is how much money we've raised so far."

People aren't idiots. They know that this is a campaign to raise money for a specific outcome. The focus was to create an explosion of gratitude and appreciation. That does create value for people. People seek that kind of thing. It's been effective. I think this will be the third or fourth year.

**Matthew:** Did they have a call to action? I like the idea of never explicitly asking for money, but stating how much they've raised. Ideally you will motivate people to say, "You're raising money. How do I contribute?" Was there any call to action?

**John:** Yes. They had a micro-site. The call to action was, "Put your name on this list." If you contributed \$50 or more you were listed as a top turkey. Your name was in a special list of top turkeys. There was some ego. You wanted to be on the list with those other cool people.

There were a lot of ways to contribute money on the right-hand side. There were many calls to action. There was a thermometer effect with their goal. This goes back to creating value and feeling useful.

When people get involved in a cause they want to have an impact on the outcome. In a way the non-profit is like an agent. You have to work through the non-profit in order to have an impact on the situation.

For example, you want to build a school in Tanzania. Stacey said, "We're going to build a library with \$10,000. If we get \$15,000 we have a library and another building. \$20,000 gets us computers and internet infrastructure."

There were benchmarks along the way so that everyone was working towards those goals. When they achieved a goal, that was reported all over the place.

**Matthew:** I'm involved in Movember. I'm growing the moustache. I'm horrible at asking for money.

**John:** I don't have the genetics for it. I can't.

**Matthew:** My moustache is pathetic. There are big issues in asking for money and donations especially when you get into these big multi-million dollar non-profits that are

generating a lot of money. There are questions in people's minds. They think, "I'm donating. How much of my donation is going into infrastructure or overhead for your organization? How much money is going to the problem that I care about?"

If the organization is providing value you might think, "I want to support this organization. The work they do is great even if it means that 40 cents of every dollar that I donate goes to paying overhead. That's OK with me. The organization has proven to me that they're sincere and they're doing good work. I understand you need money to do stuff."

It sounds like Stacey was making it very concrete. She was running a campaign that didn't have a ton of overhead. She obviously has to be paid. You have to keep the website going. These things take money. I understand that. People are sometimes skeptical about donations.

They think, "How much am I paying you to ask other people for money? How much am I paying to solve a problem that I care about?" I love that example. It sounds like they were enabling people to do something that they want to do anyway. They were expressing gratitude.

It is a very human thing. When you said, "I'm happy my brother is here." it moved me for a second. I thought, "My brother lives so far away. I'd love to see him. I'd be happy if he was around." I like the idea. It is allowing people to do something that they want to do anyway.

Maybe they don't have the proper forum. Now you've created a fun way for them to do something they want to do which is to express gratitude. In the process of doing that and aggregating these expressions of gratitude you leverage that to raise money.

Then you can address a problem that is pressing in the world. It will also make people feel good. I think the second thing you said was really important. We're all looking for purpose. We want to feel like we're not just contributing to the bottom line of this organization.

I'm not just getting by. I'm effecting change on a broader scale. It's plugging people in to a higher purpose. That is cool.

You said you had another example of a non-profit that you thought was giving people something. They are creating an opportunity to provide value to their donors as a prior step to raising money. What was that other example?

**John:** I forgot. I'm sorry. I got distracted on another thought.

**Matthew:** It was a Rick Perry moment.

**John:** I was going to add to what you were saying. It was a Rick Perry moment. "Oops."

**Matthew:** Poor Rick Perry.

**John:** I feel bad for all of them. In order to create value for constituents and potential donors you have to understand them. You have to understand what will motivate them. That is precisely what social media is for.

There is Facebook, blogging and Twitter. You can measure how people respond to things. The great thing about social media is that it's very inexpensive to test out a message.

I have a friend who runs a very small non-profit that deals with cerebral palsy. It's called Let's Cure CP. I was on the phone with him one night. He was talking about stem cell research. He was talking about what his message should be.

I asked him, "What's this cause about? Why are you doing this?" He told me the story. His daughter has cerebral palsy. I said, "That's incredible." Now the message is about being a parent and what it means to be a good parent.

Now I remember the other example.

**Matthew:** I wanted to hear the rest of the other story.

**John:** Now his message is geared towards what it's like for him personally as a dad. Guess who will be interested in that? Me. I have a son. My son doesn't have cerebral palsy but I know what it means to want to be a good father. You want to take care of your kids and be a good example in the world.

This is the other example I was going to mention before. There is a good segue here. The organization is called Kids Are Heroes. It was created by a 12 year-old girl named Mary Margaret.

She said, "Daddy, there are so many cool kids on the planet today changing the world. Is there any way we can make a website that highlights what they're doing?" Being a good dad he said, "Yes. Of course I'll do that." That was about four years ago. Now he has a healthy non-profit.

He features kids that change the world. He is creating a culture among middle school kids. He's going around the country talking about how you can give back to the world. It features giving back to younger kids. It's amazing.

I support that organization with money. I support by re-tweeting their blog posts. I'm a father. The issue for me with that organization is that I do think it's good for young kids to have an ethic around changing the world.

That's great. I think that's very important. My primary personal motivation is emotional because I'm a dad. I resonate with that.

I always bring up this example. People don't need to buy an iPad. An iPad is probably the most useless thing on the planet. You can live without an iPad.

**Matthew:** I'm doing it right now as we speak.

**John:** You can live without an iPad. The reason why I bought an iPad is because it's going to make me look cool. I am being honest. It makes me look cool.

**Matthew:** I can't believe you just admitted that on a podcast. Hundreds of millions of people who listen to this podcast now know that you are a shallow person motivated by wanting to look cool.

**John:** I am completely shallow.

**Matthew:** John, I've never done that in my entire life.

**John:** I have no shame about it. I go to Starbucks. I think, "I'm going to pick up some chicks if I have this iPad." My girlfriend shouldn't know about that.

**Matthew:** Luckily, she doesn't listen.

**John:** She doesn't listen. She doesn't even know what podcasts are. It's OK. Then we justify things. We say, "I got this iPad because it will help me to do things more efficiently. I can carry it easier. I can do presentations at meetings."

The primary emotional driver is something completely different. That's true with almost every product you can think of. People buy, make decisions and donate for emotional reasons. Then they justify those reasons with reason later when their spouse asks them, "What is this thing?"

**Matthew:** They are ego-driven and self-esteem reasons. We had Paul Ginlon do a class in our Content Marketing Crash Course about *Red Book* and what you can learn from it. It was a 45 minute presentation.

It was lessons in ways to write copy, headlines and how to organize your content by looking at *Red Book* and flipping through the pages. It was fascinating. He talked about how much *Red Book*, *Cosmo* and other magazines play on people's insecurities and fear.

They think, "I'm not pretty enough. I'm not smart enough. I don't have enough friends. I'm not cool enough." They say, "I will show you how to do those things." Some people might buy it because they want people to see that they're reading *Red Book*.

It's mostly because it plugs into these self-esteem, self-awareness and self-concept issues. Our Marketing Profs audience is very B-TO-B focused. You might think you understand how *Red*

*Book* or a cosmetic company that has a consumer product will appeal to someone's sense of coolness. They want to be more attractive or have more friends.

The way you market this is, "This will help you to get more friends. It will help you pick up chicks." No one will say, "If you buy this super-automated firewall system it will help you get more chicks."

**John:** Look at IBM. Their marketing says, "If you buy IBM you won't get fired. You'll keep your job. You've made a smart decision."

**Matthew:** No one was ever fired for buying IBM. That's what I was thinking. There is a way. You can look like a hero if you bring this in. You will look really smart if you bring this in. This will make you a better manager. This will make you better at your job.

You don't have to appeal to, "This will make you more money." That is the main idea. You will look better to yourself. You will look better to others. That's why you need to invest in this system or buy this service or product.

**John:** Along the same lines of making decisions based on emotion people also make buying decisions because of the person they're buying from. That is tied in with the emotional thing. People want to connect with people. They trust people. Then they make decisions based on the person.

I'm sure you've had the experience. For example, you're looking to buy a car. Let's say it's B-TO-B. You are looking to buy a new computer system. Computer systems are all the same. That's what you find. You will buy from the person that you like. It is the person you like and trust.

You will buy from that person. What's powerful about these social media tools is that you can put your person online. You can be a person online. You can connect with people, have a sense of humor and be likeable. That goes a long way.

**Matthew:** That reminds me of something. There was a sales person at a company I worked at a long time ago. She was successful. I said, "What do you think is the key to your success?" She said, "People want to do business with their friends."

She said some other hard core things like, "Whatever you say you're going to do, always do it." I dropped the ball on that. I've said, "Yes, sure. I'll do that." Then I blow it off.

**John:** You won't remember that.

**Matthew:** No one ever remembers when you say you're going to do something but then don't follow up. Humans block that out. I guess that explains why I'm not in direct sales. It's true in the B-TO-B world. People talk about it a lot. It's not business-to-business.

It's buyer-to-buyer or business-to-buyer. There is a huge component of relationship selling that happens in the B-TO-B world especially if it's a complex thing like buying a whole new supply chain system or getting a new vendor to take over my accounting.

Yes, there are technical issues that people want to know about. Can you do the bottom line? Anyone who is in the game can play the game. They will be able to do what you want. Every system will have flaws and gaps where they can't do everything.

It will come down to if you've built the trust and confidence. Did you put in the personal effort to build a relationship with not just your buyer but with the company and show that you care about them and how they will look to their boss?

Do you also care how the company will succeed and how that will reflect on them? It is pointing back to this personal, emotional and self-identity conversation.

**John:** As a species our biggest competency is that we can emotionally read people. That is our strongest feature. We can emotionally read people. When we are going to make a big decision and spend a few hundred thousand dollars on a system for a business we want to know that it will work.

Yes, you do your due diligence to see if it works. Here is what a lot of it has to do with. What am I getting from the person selling this? Do I really trust them? Will they be there for me? It is like a sixth sense.

**Matthew:** I appreciate you taking the conversation on Marketing Smarts to the species level.

**John:** We are a species, right? Everyone forgets that.

**Matthew:** So I am told. We were grown in a lab on a foreign planet and then dropped down here. That's why we've taken over everything. We're not of this world.

**John:** Technically we are made of meteorites.

**Matthew:** I know. I like to think about that. Some of the carbon atoms in me could have been in a dinosaur. They could have been stardust like Joanie Mitchell said.

**John:** Let's bring it back.

**Matthew:** We will reel it in.

**John:** You see what you get when you have two people do a podcast that have ADD? There is a major problem here.

**Matthew:** I have manic depression, not ADD. I will put this out as-is uncut. Our listeners will decide. I think this is the sort of thing that people will want to hear. It is a real conversation. People are following the thoughts wherever the thought thread might lead them.

**John:** They will hit “eject” five minutes into this.

**Matthew:** They will say, “I’m not on board with these guys.” They will go back to their coffees at Starbucks. Good luck with the ladies.

That’s the end of our time today, John. It’s been awesome talking to you on Marketing Smarts today. Do you have any parting words? I don’t know if you’re speaking anywhere or if you have something that you want people to know.

This show will go live next Wednesday the 16<sup>th</sup>. I don’t know if there is anything coming up. When is your book coming out?

**John:** My brother’s birthday is on Monday.

**Matthew:** That will be in the past when this happens. Happy birthday to your brother.

**John:** Happy belated birthday.

**Matthew:** When can people look forward to seeing your book?

**John:** It will be mid-January. If they go to JohnHaydon.com and they subscribe by e-mail then they will get an e-mail about when the book is out, how to get it, where to buy it.

I’m sure I’ll say, “If you leave a comment on this blog post I’ll pick the best comment and mail them a book.” I won’t randomly pick it.

**Matthew:** I like that. “It’s not random. I’ll pick the person that I like the most.”

**John:** It will be my personal friend. Leave a comment. I will pick Matt anyway. I will mail Matt a book. Matt won’t read it. I’ll give it to someone else.

**Matthew:** I’ll re-gift it. I’ll give it to you as a birthday present.

**John:** I’ll get it back.

**Matthew:** John, thank you very much for being on Marketing Smarts. Thank you, listeners, for listening to the end. This has been Marketing Smarts podcast brought to you by MarketingProfs. I’m your host Matthew Grant. I’ll talk to you next week.