



McLELLAN MARKETING GROUP

Where strategy and passion collide 

**Marketing
mistakes you
can't afford
to make.**



Drew McLellan, Top Dog - McLellan Marketing Group

Housekeeping

Link to presentation, resources etc.
www.DrewsMarketingMinute.com/pdi.html

Business cards

Feel free to interrupt, ask questions or cheer aloud

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Where strategy and passion collide 

Drew's *marketing* minute

DREW IS TOP DOG AT McLELLAN MARKETING GROUP

PDI

Thursday's presentation on marketing:

Marketing Mistakes

General Resources:

New Blogger's Toolbox

Marketing Lessons from Walt

Persona write up

Books:

Becoming a Category of One by Joe Calloway

Make to Stick by Chip and Dan Heath

Robin Hood Marketing (Stealing Corporate Savvy to Sell Just Causes) by Katya Andresen

The New Rules of Marketing & Pr by David Meerman Scott

Heathcliff Sunday Is your marketing out of control? by Seth Godin

ABOUT DREW



Email Me

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1430 Locust Street, Suite 200
Des Moines, Iowa 50309
(515) 251-8400

Have You Read Drew's Book?
99.3 Random Acts of Marketing

GET THE RSS FEED





Tell your story

S = Stand out

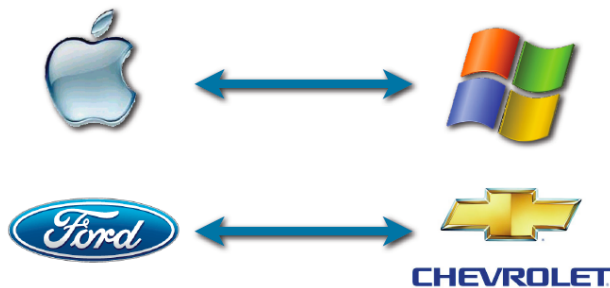
T = Tantalize

O = On target

R = Relevant

Y = Yes!

Can't have one emotion without its opposite







That's why we didn't buy generic

**Mistake #2
Not planning
on being a
boring drip**



Marketing is like a New Year's resolution





Why drive to Cleveland without a map?



Mistake #2
Not planning
on being a
boring drip



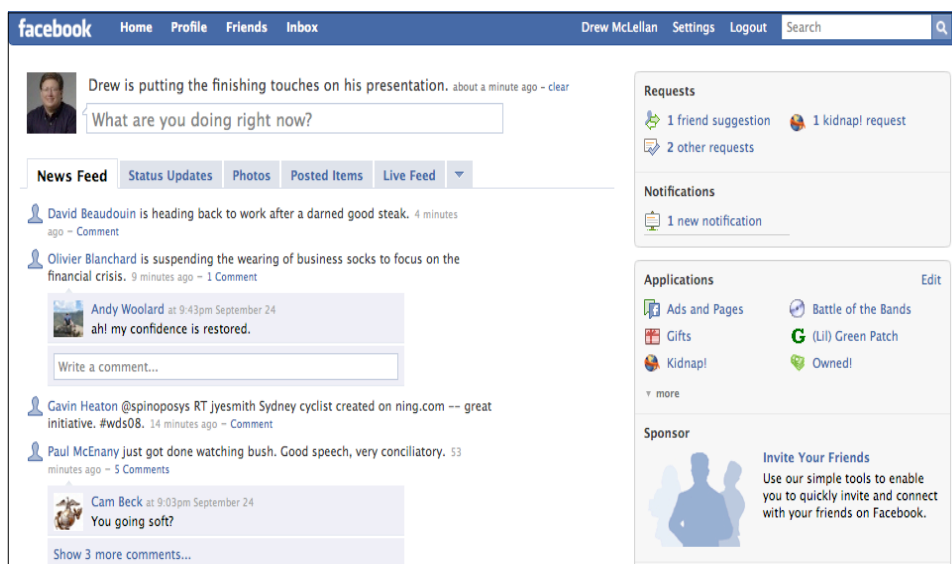
**8-13 times
before they even
notice you.**





Mistake #2
Not planning
on being a
boring drip

Be a drip, not a downpour.



Mistake #3
Thinking social media is for kids



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« Where will you be 90 days from today? | [Main](#) | [Ten things you didn't know about Toby & Liz](#) »

Apparently the presidential candidates missed the memo

The Iowa caucus of 2008 is history. We all know who is viable, which messages resonated and which candidates need to re-tool.

But here's what I know. Not one of the candidates got the memo.

What? You haven't seen it either? Hmm. Maybe it got bogged down with all the holiday cards and political post cards. Okay...let me share it again.

TO: Presidential Candidates of 2008

FROM: The American people

SUBJ: How we'd like to hear your message



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Have You Read Drew's Book?



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Drew McLellan [\[Edit \]](#)

Brand Specialist, Author, Public Speaker, Top Dog of McLellan Marketing Group [\[Edit \]](#)

Des Moines, Iowa Area [\[Edit \]](#)

[Profile](#) |
[Q&A](#) |
[Recommendations](#) |
[Connections](#)

Current

- Top Dog at McLellan Marketing Group [\[Edit \]](#)

Past

- Co-editor and author at Age of Conversation
- Senior Account Strategist at ZLR
- Copywriter/Acct Strategist at Young & Rubicam (CMF&Z)

Education

- University of Minnesota-Twin Cities

Recommended

 7 people have recommended you
3 co-workers, 3 clients, 3 partners

Connections

 283 connections

Profile Completeness





Save Your Money



The Business Savings Account

Drew Recommends

13



Social marketing is just using web 2.0 tools, sites and services to promote your organization's ideas, issues, agendas and services.

Your goals:

Communicate with key audiences

Connect with influencers

Build word of mouth

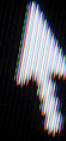
Create a community

Collaborate

Conduct conversations

Extend your reach

Share information



Your goals:

Communicate w/ key audiences

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What social media does:

Communicate w/ key audiences

Connect with influencers

Build word of mouth

Create a community

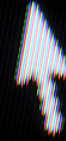
Collaborate

Conduct conversations

Extend your reach

Share information

And on a scale that is hard to fathom.



hee-hawmarketing

there is no box.



ABOUT



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AdJab

adliterate

Adrants - Marketing and Advertising
News With Attitude

Adverb: adman of action

« [A Tune In Saturdays Preview Special](#) | [Main](#) | [Dallas Marketing Zoo:](#)
[Ep. 2](#) »

December 31, 2006

HURRICANE KOHL'S!

UPDATE: To see the Kohl's response to this post, go [here](#).

UPDATE #2: To see the Kohl's Dallas Employee blog made in response to this post, go [here](#).

Holy shit. I wouldn't be what you would consider a "luxury" shopper. Generally, I'm more comfortable in a vintage shop rather than at a Nordstrom's, but, jeez, some level of decency would be nice.

I've got this [Kohl's](#) right next to my house, and with that proximity, I'll make a stop by every few weeks to check out the sales. Its always bad, but this Dallas, Texas Kohl's would look more at home in New Orleans after the flood.

hmm, I hope they have my size!

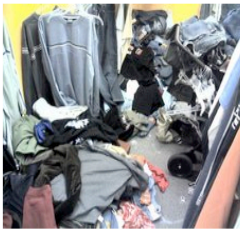


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adliterate
Adrants - Marketing and Advertising News With Attitude
Adverb: adman of action
American Copywriter
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Beastalk Talk
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brandflakesforbreakfast
Canuckflack
ChaosScenario
chroma
Church of the Customer Blog
CK's Blog
Community Guy
Conversation Agent
Copyblogger
CrapHammer
Creating Passionate Users
Creative Think
Critical Fluff
Drew's The Marketing Minute
El Gaffney


hmm, I hope they have my size!



I really like the jeans display. Now that's great salesmanship!




And, maybe a nice sweater to go with those jeans?



WRITERS GUILD OF AMERICA
WWW.UNITEDHOLLYWOOD.COM
WWW.WGA.ORG

RECENT POSTS

F FX (except IASIP)
Tune In Saturdays: Vampire Weekend
Blockbuster Video? Nope.
The Continuous Digital Divide
The Future of Marketing
Nonsensical Mathematics
Tune In Saturdays: Hey Hey My My
Dear Google #2,

My iTunes Purchases
MUSIC
ALBUMS SONGS

Built to Spill Caustic...
Built To Spill & Caustic...


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« How's the view from inside the bottle? | [Main](#) | [Grace](#) »

It's your fault!

Remember the discussion about Kohl's right after the holidays. **Paul** (HeeHawMarketing) **posted some photos** about his experience in a local store. The place was a disaster.

I followed up with a **post saying that Paul's experience is a symptom of bad or a complete lack of branding**. When an organization doesn't have a clear direction -- it generates some significant problems.

- When your employees don't understand your brand -- **even the best employees flounder around**, trying to do what they think they should.
- When you don't invest in employee communication and **tell them over and over what**

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Have You Read Drew's Book?




[The 100 Most Important Marketing Concepts](#)




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www.kohls.com Great Savings and a Wide Selection for Your Family and Home at **Kohl's!**

[Women's Clothing - Apparel & Accessories at Kohls.com](#)   
 View women's clothing, apparel and accessories at **Kohls.com** - expect great things. Leading brands and styles of clothing, apparel and accessories for women ...
www.kohls.com/kohlsStore/womens.jsp - 29k - [Cached](#) - [Similar pages](#)

[Hee-Haw Marketing: HURRICANE KOHLS!](#)   
 I've got this **Kohl's** right next to my house, and with that proximity, I'll make a stop by every few weeks to check out the sales. Its always bad, but this ...
heehawmarketing.typepad.com/hee_haw_marketing/2006/12/hurricane_kohls.html - 155k - [Cached](#) - [Similar pages](#)

[Kohl's Coupons, Kohl's Coupon Codes, Kohl's Discount Coupons ...](#)   
Kohl's, **Kohl's** Coupons, **Kohl's** Online Coupons, **Kohl's** Coupon Codes, **Kohl's** Discount Coupons and **Kohl's** Discount Shopping.
www.flamingoworld.com/coupons/Kohls - 207k - [Cached](#) - [Similar pages](#)

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 Find and share **Kohl's** coupon codes and promotional codes for great discounts. Get the best **kohls.com** coupon at RetailMeNot.com.
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Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also [click here to manage your alerts](#)

Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type:

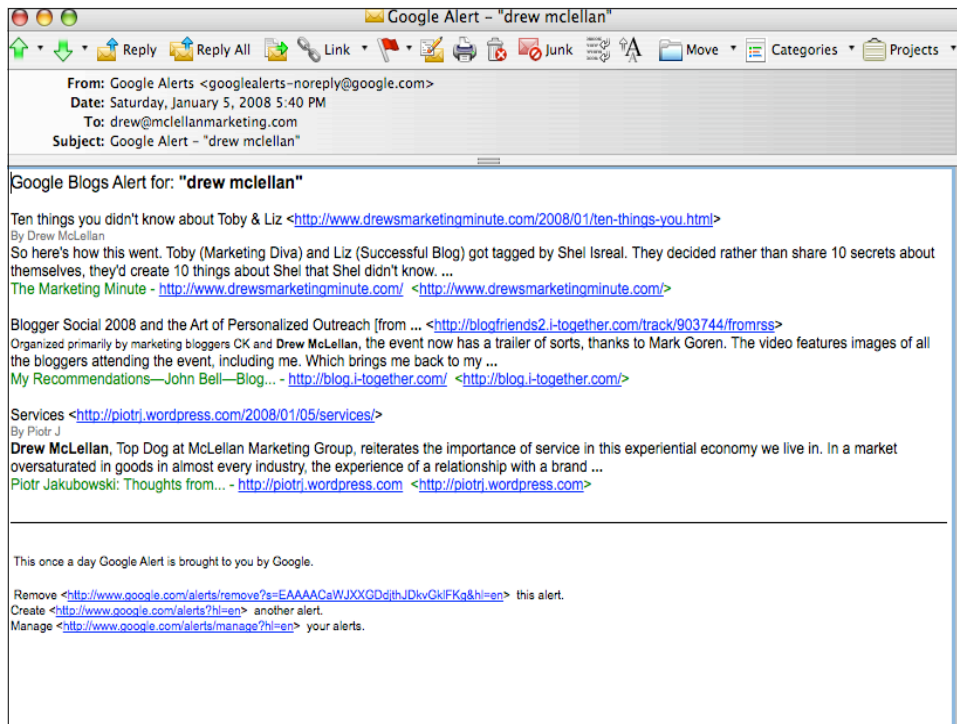
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Google Alerts



Tell your story

S = Stand out

T = Tantalize

O = On target

R = Relevant

Y = Yes!



That's why we didn't buy generic

Why drive to Cleveland without a map?

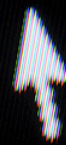





Be a drip, not a downpour.



And on a scale that is hard to fathom.





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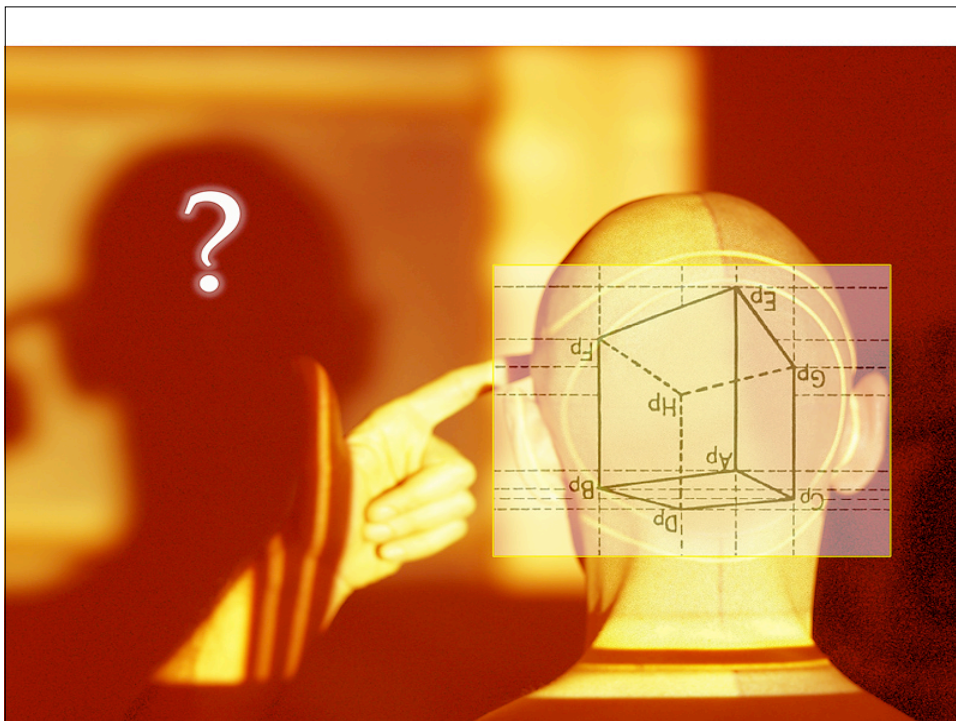
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