FIRST EDITION

The Marketing over Coffee PLAYBOOK

Now with More Wins & Wrecks!

"I'm a huge fan of how you break down cutting-edge marketing so that it's easy to comprehend."

- Katie Robbert
CEO, Trust Insights

by John J. Wall

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Chapter 1: Pure Marketing Gold: Now with More Everything!

B2B Marketing

- **Technographics is the New Demographics: How to Get FREE Reconnaissance**
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Source Attribution Trends
How to Predict the (Likely) Death of Your New App
Trends in Web Design

You're probably just like us: simultaneously thrilled and horrified that almost every part of marketing gets completely destroyed and rebuilt about every 10 years.

This motley collection of advice, tips and resources can help you navigate the post-apocalyptic marketing landscape, so you can spend more time wearing one shoulder pad and hanging out with Tina Turner (those of you too young to get the reference, see "Mad Max: Beyond Thunderdome") https://www.imdb.com/title/tt0089530/

If you're still confused about what this book is about, it means you didn't read the intro. Get on that before going ahead.

B2B Marketing

Technographics is the New Demographics:

How to Get FREE Reconnaissance

Technography sounds complicated, but it's not. It's the measure of a company's number and type of tech solutions (i.e. a quick, useful handle on a prospect's or customer's technology landscape.)

FREE: To get intelligence on a prospect's or customer's stack, install the Ghostery and BuiltWith plugins on your browser (they're both free). Ghostery reveals the ad tracking systems used by a site, for example publishers commonly use DoubleClick. BuiltWith shows the solutions the site is running.

If you see solutions that require a large investment, like Salesforce, you can deduce that the company has the resources to pony up the funds to invest in your solution. If you're selling a large enterprise solution, and a company can't afford $300 a seat for Salesforce, there's no way they're going to drop $500k on your solution.

Here's a summary of ways to use technography to get market intelligence, and to sell solutions more effectively:

- Mention relevant integrations in any upcoming pitches (for example: your solution integrates with Salesforce and other popular enterprise solutions)