

MarketingApple

5 Secrets of the World's Best Marketing Machine.

Steve M. Chazin

Former Apple Marketing Executive and Consumer Marketing Expert

A MarketingApple.com eBook

web: <http://www.MarketingApple.com>

email: steve@marketingapple.com

iPhone: (603) 930-2490



Are these really Apple's secrets?

Well...



APPLE DOESN'T HAVE SOME special place where their marketing secrets are kept, unless of course you count their charismatic CEO's brain. The five secrets I offer here are careful deductions, empirical results and the product of my career as an engineer, sales rep, product manager, marketing executive, parent, son and avid consumer (although not necessarily in that order.) These secrets are super condensed learnings from my nearly decade-long tenure at Apple about how and why people spring to action. Since that time, I've uncovered many ways that can enable any company to tap into people's innate desire to share their passion for products and help create "lift" - the irresistible force of millions of customers

selling your product for you. Just as Apple has harnessed this power more than any company in history now you can too. So even though these really aren't Apple's secrets these just may be even better. Here are my proven ideas to help you market like Apple and improve your business and your reputation at the same time. All I ask is that you share this eBook with everyone and please come to MarketingApple.com to share your thoughts, ideas and comments to improve on our collective 'secrets'.

OF COURSE THE REAL SECRET is there are more than just five secrets. But you'll have to visit my website - or hire me - to learn the rest. Enjoy.

STEVE CHAZIN
Higher Education
Sales Division
Account Executive
of the Year
FY '95



1. Don't Sell Products.

People buy what other people have.

PRODUCTS DON'T SELL. PEOPLE DO.

Look carefully at Apple's iPod commercials. You'll see lots of happy, energetic people dancing in silhouette against a colorful and ever-changing background. Notice the distinctive white headphones flowing in unison to the owner's movements. What you don't see is a focus on iPod. No close-ups of how you select a song or adjust the volume level. Why would Apple take all the time to make a great user interface only to *not* show it on television? The reason is simple: Apple isn't selling you an MP3

player. They are inviting you to experience the Apple lifestyle and to become part of the iPod community. Use any other MP3 player and you'll hear good music. Use an iPod and you'll *feel* good. You'll fit in. Product features don't create fans. Focus on what people do and show how they feel using your stuff.

SHOW WHAT MATTERS.

Those white iPod headphones were not designed by engineers - they are a pure Apple marketing trick designed to make the visible part of their product a status symbol. Wear white

headphones and you are a member of the club. Think back to the first PowerBook - it was a unique dark grey color (it was patterned after a color designed by Whirlpool's Refrigerator research to hide or eliminate fingerprints) In both cases, the distinctive grey PowerBook case and the more recent white iPod headphones are status symbols (and uniquely Apple.) Even the glowing Apple logo was fixed to be right-side up for others (it's upside down to you when you open your new MacBook because you are selling the brand to others for Apple.)



Figure out how to add something to your product that does for you what Apple's white headphones do: give people an easy way to sell for you *while* making them feel like they are part of an exclusive club. More about this in Chapter 3.

SELL MEMBERSHIP.

- ★ Focus on what people do with your product, not what your product does.
- ★ Silhouettes let people imagine themselves in the scene - a trick borrowed from real estate agents.
- ★ Help people feel that their purchase buys them access to a very special group.



2. Never be First to Market.

Make something good greater.

IMPROVE THE WORLD.

Conventional wisdom says being first to market is advantageous and that Apple is a leader in creating new categories.

Conventional wisdom is wrong on both counts. Apple has never really invented anything new. They didn't invent the PC, the MP3 player, downloadable music, and certainly

not the mobile phone. The Mac, iPod, iTunes and iPhone are all successful *because* they were late to market and improved on existing designs and functionality. Apple does one thing very well: making complex things easy and elegant. The iPod is successful because it makes getting your music into your pocket dead simple. Apple took existing MP3 player designs and applied their experience and technology to improve it. Plug your iPod in its cradle and it takes care of moving your music to your iPod, organized the same way it is on your computer. You're done (and your iPod is charged at the same time - bonus!) Other MP3 players are still trying to catch up with this elegant brilliance. On the other hand, Apple's Newton tried to carve out a whole new category - Portable Digital

Assistants - and failed miserably. Even the Mac improved on Apple's Lisa. Just ask Steve.

IPOD DOESN'T MAKE THE MUSIC SOUND BETTER.

As an Apple employee and engineer by trade expecting a miracle in 1997 (when the company was near bankruptcy) I was let down when I first saw the iMac. On paper it was no better a computer than the Performa it replaced so we promoted it as the easiest way to get on the Internet. That marketing saved the company, not better technology, Today, the iPod doesn't make your music sound better, provide better battery life, or save you money, What it does is make Apple fans.

FIX SOMETHING.

- ★ Do not define a new category: try to occupy shelf space that already exists in the prospect's mind.
- ★ No matter how arcane, focus on the one thing you do better - then make that matter to people.



3. Empower Early Adopters.

Help your customers help you.

EARLY ADOPTERS WANT TO HELP YOU.

Early adopters are taking a chance on you and want you to succeed. iPhone users feel what early PowerBook users felt in 1993. If you walked down the aisle of an airplane then you'd notice those distinctive grey Apple laptops standing out in a sea of unremarkable beige ones. Track balls and palm rests were real Apple innovations in the day (other laptops had the keyboard on the front lip - Apple fixed that) but the grey color was more important because it did

two things at once: hide grime while differentiating its owner. Having a PowerBook was a status symbol so owners were proud to show them off and help win converts. Apple earned nearly 40% marketshare on the back of early PowerBooks users.

Look at how iPhone users today are adding their voice to Apple's own marketing efforts. I decided to purchase my iPhone only after reading a blog from one early adopter who tried to scratch his screen and failed. Real user's unbiased, heartfelt reporting will convince more people to choose

your product than your own polished collateral ever will.

STICKERS & T-SHIRTS.

How can happy early adopters market for you? Simply provide something with the product that does it for you. Come up with your own version of Apple's white headphones to make your product stand out. Or borrow another Apple trick - give away stickers (I've lost track of how many Dell's I've seen sporting Apple stickers) or make T-shirts available from your website so owners can proudly display your logo for you. And in the Web 2.0

world, make part of your website embeddable* on any MySpace or FaceBook profile and make it easy to cut and paste your HTML code anywhere.

HELP THEM.

- ★ Early adopters are eager to help you win - they've already chosen you.
- ★ Make your product stand out: include something users can display for you.
- ★ Leverage Web 2.0 - help build social networks* around your product.
- ★ Get early adopters to help you, but build easy-to-use pragmatic products for the late majority mass-market.

* Go to TubesNow.com for a solution



4. Make Your Message Memorable.

Boil the story down to its syrupy goodness.

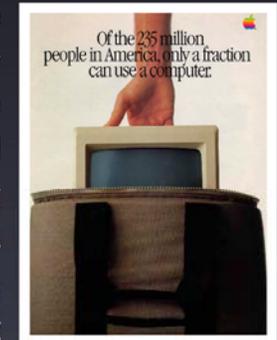
MARKETING ISN'T ABOUT WHAT YOU SAY.



Before the Internet, marketers reached potential customers via print, billboard, radio and TV ads. Marketers had 30 seconds to tell their story and competition was limited to brands with multi-million dollar budgets. But the web changed all that. Today attention spans are only a few seconds long and anyone with an AdSense account can vie for the same customers as big brands. And while a company's website is now the primary place to tell a story, many marketers push so much drivel at people that most visitors leave without taking action. Webmasters call it the "bounce rate." Make sure everyone who comes to your website leaves with clarity about you via a tight, memorable message or image, even if they don't purchase. Only then can they spread your word. Marketing isn't what you do to reach your first customers, it's what you do to help your first customers reach the rest. Tight messages are required.

MARKETING DIFFERENT.

Look at how Apple focuses the message. Mac was "The Computer for the Rest of Us." iPod was "1,000 Songs in Your Pocket." iMac was "3 Steps to the Internet." And Pepsi challenged Coke only after "Choice of a New Generation" These messages are memorable and transcend product features. Lift occurs only after prospects and customers can easily repeat your message to their friends and colleagues.



Great marketing entices people to consider your product and purchase it. Apple's marketing is so good it creates purchases even before people see it. That happens when people do your marketing for you - 250,000 first day iPhone sales proves the point. Remember, Marketing isn't about what you say, it's what others say for you. Make sure you equip them with the right words.

THINK BIG, WRITE SMALL.

- ★ Marketing success is achieved when prospects easily repeat your message to others.
- ★ Lift happens when millions of people can demonstrate the value prop of your stuff.
- ★ With messages, think bite size morsels, not entire meals.



5. Go One Step Further.

Surprise and delight your customers.

FOCUS ON THE FEEL.

Marketing is all about the complete package. Walk into an Apple store and you'll feel less like you are in a store and more like you're in a museum. This gives future customers a chance to experience the product among other like-minded people in a safe and fun environment. Make your website feel like an Apple store - surround the product with testimonials and customer feedback.

START WITH THE PACKAGING.

Many marketers forget that their relationship with the customer really starts *after* they buy from you. Make their first experience memorable. Remember, you are counting on your customers to help spread the word - and they need positive experiences to share.

So start with the packaging. Look at the iPhone box: finely crafted, with extra touches like velvet-lining reminiscent of a fine watch box. The iPhone rests in a tiny lucite bed, cradling the object d'art. Included is a tiny pamphlet called "Finger Tips" (cute, huh) and a cleaning cloth (along with the all-



important white Apple stickers) The experience of opening an Apple product becomes one more thing to share with the world - Google the plethora of "unboxing" sites dedicated to sharing the experience of opening a new package. Only Apple and Sony rate a high number of people eager to share with the world. Make great packaging and you'll have earned your own fans. And remember that fan is shorthand for fanatic.

EXPERIENCE MATTERS.

- ★ Make first-timers remember.
- ★ Go the extra mile: surprise & delight customers and they will go the extra mile for you.
- ★ Learn how touch museums help people share their experiences.

The Mac was not just easier to use than the PC - it also had style. Style is Apple's brand. Creative people gravitate to it because it frees their brain from having to "use" a computer. Designers, authors, artists and *your customers* are all fans of good design and respond to those extra, thoughtful touches.

Learn the secrets you (really) need to know.

ONE MORE THING...

How does a huge company go from the brink of bankruptcy to worldwide success and 1000% stock growth seemingly overnight? The answer is simple, yet surprising:

Better Marketing. And the company is Apple.

This eBook teaches you 5 of the most important Apple-style marketing tips and tricks you can apply to help your business. Learn some of the marketing secrets that propelled Apple from the backwaters of the PC market to the worldwide leader in consumer electronics, music, video and mobile. Everyone - not just marketers - will benefit from these simple rules.

This eBook is a free public service from a former Apple employee and current practitioner of MarketingApple viral marketing. Please share this eBook with all your friends and visit www.MarketingApple.com to learn more and post your comments and ideas for the community.

Together we'll build a valuable resource to help everyone market as well as Apple.

- Steve



ABOUT STEVE.

- ★ Steve M. Chazin joined Apple in 1991 and managed a strategic partnership between Apple and the Harvard Business School - resulting in HBS standardizing on the Apple PowerBook in 1993. Steve was one of Apple's top Systems Engineers and Apple's Sales Executive of the Year for both 1994 and 1995 - the statue shown on this page and on page 2 commemorates that accomplishment.
- ★ In 1997, Steve Jobs asked Steve to help him rebuild Apple's Education marketing efforts and reconstitute the Apple University Consortium. As such, Steve was part of the team that brought the iMac to market and helped return the company to profitability by 1999. Steve's first-hand knowledge of how Apple turned the company around by better marketing is briefly described in this eBook. Steve is working on a more detailed book and seeking an interested publisher.
- ★ Steve has applied his MarketingApple-style techniques to achieve success for Accenture, Avid Technology, Adesso Systems, Bowstreet/IBM, Digidesign, Dupont, M-Audio, Microsoft, Pinnacle Systems, Softimage, Raytheon and United Technology. Steve is currently VP Marketing for TubesNow.com

Steve is available for consulting at
email: steve@MarketingApple.com
iPhone: 603-930-2490

<http://www.MarketingApple.com>