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Introduction to Seth Godin's idea of Permission Marketing

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The man Business Week calls "the ultimate entrepreneur for the Information Age" explains "Permission Marketing"—the groundbreaking concept that enables marketers to shape their message so that consumers will willingly accept it.

Whether it is the TV commercial that breaks into our favorite program, or the telemarketing phone call that disrupts a family dinner, traditional advertising is based on the hope of snatching our attention away from whatever we are doing.

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Permission Marketing: Turning Strangers Into Friends And Friends Into Customers - Kindle edition by Godin, Seth.

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Permission Marketing works to turn strangers into friends and then friends into customers. One-to-one marketing uses the very same techniques, incorporating knowledge, frequency, and relevance to turn customers into supercustomers.

Permission Marketing : Turning Strangers Into Friends And ...  
You will ignore it at your own peril. One of the biggest thrills for me was hearing my students put into use Seth's Permission Marketing phrase "Turning strangers into friends and friends into customers" -- even months after the class ended! Not only is that a testament to the clarity and brevity of Seth's ideas, it's also the distillation of his book's premise. For in today's world, we're bombarded by no less

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than 3,000 paid advertising messages per day.

Permission Marketing : Turning Strangers into Friends and ...  
Click To Tweet Permission Marketing is just like dating. It turns strangers into friends and friends into lifetime customers. Many of the rules of dating apply, and so do many of the benefits. Click To Tweet The biggest secret of the Internet is that it is inherently a direct marketing medium.

Permission Marketing PDF Summary - Seth Godin | 12min  
Blog

By reaching out to only those individuals who have expressed an interest in learning more about a product,

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Permission Marketing enables companies to develop long-term relationships with customers, create trust, build brand awareness, and greatly improve the chances of making a sale.

Permission Marketing: Turning Strangers Into Friends And ...

“ Permission Marketing is just like dating. It turns strangers into friends and friends into lifetime customers. Many of the rules of dating apply, and so do many of the benefits. ”

Seth Godin, Permission Marketing : Turning Strangers Into Friends And Friends Into Customers

Permission Marketing Quotes by Seth Godin

These elements were combined [how?] to define permission

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marketing, first publicized in Godin ' s book, " Permission Marketing: Turning Strangers into Friends and Friends into Customers " , published on May 6, 1999. Benefits.

Permission marketing allows consumers to choose whether or not to be subjected to marketing [dubious – discuss]. This choice can result in better engagement.

Permission marketing - Wikipedia

By reaching out only to those individuals who have signaled an interest in learning more about a product, Permission Marketing enables companies to develop long-term relationships with customers, create trust, build brand awareness - and greatly improve the chances of making a sale."--BOOK JACKET

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Permission Marketing: Turning Strangers Into Friends And ...  
The concept of permission marketing has been popularized by Seth Godin, an entrepreneur and author. He first discussed the idea of permission marketing at length in his book Permission Marketing:...

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Permission Marketing Definition - Investopedia

By reaching out only to those individuals who have signaled an interest in learning more about a product, Permission Marketing enables companies to develop long-term relationships with customers,...

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Permission Marketing : Turning Strangers into Friends and ...  
Permission marketing is a marketing idea, concept or term that was ' coined and developed ' by Seth Godin (an entrepreneur and founder of Yoyodyne Entertainment) much discussed in his book ' Permission Marketing: Turning Strangers into Friends and Friends into Customers ' .

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