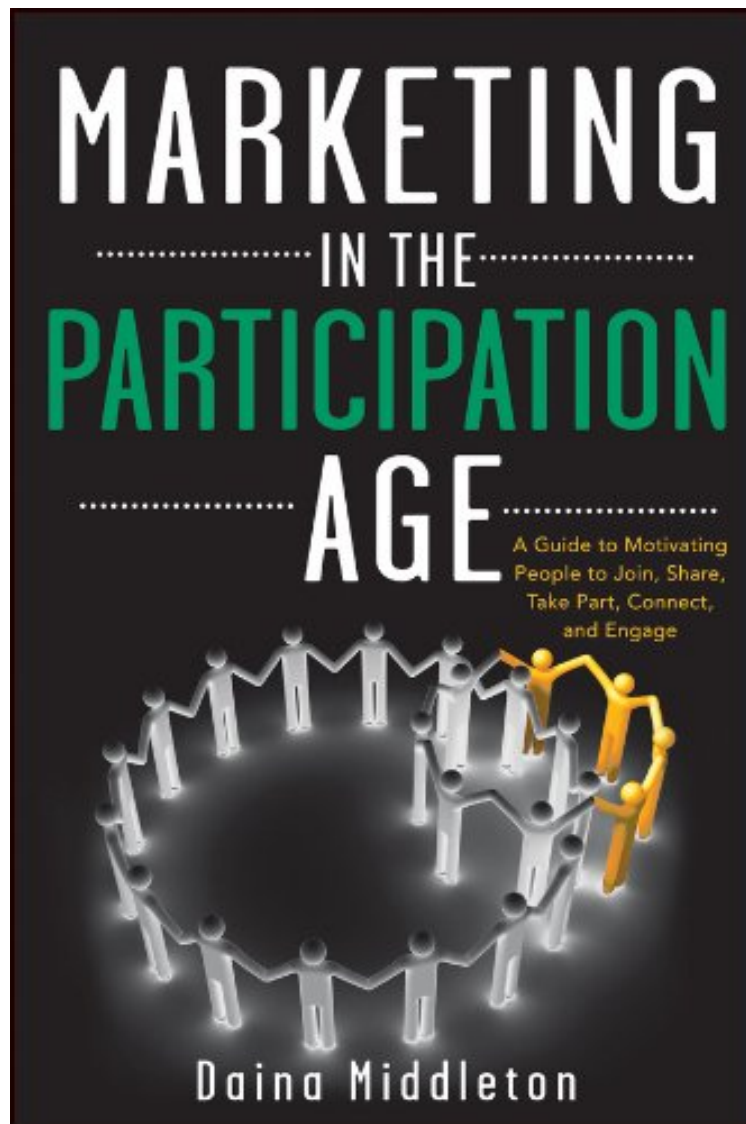


[Download pdf] Marketing in the Participation Age: A Guide to Motivating People to Join, Share, Take Part, Connect, and Engage

Marketing in the Participation Age: A Guide to Motivating People to Join, Share, Take Part, Connect, and Engage

Daina Middleton

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Daina Middleton : Marketing in the Participation Age: A Guide to Motivating People to Join, Share, Take Part, Connect, and Engage before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing in the Participation Age: A Guide to Motivating People to Join, Share, Take Part, Connect, and Engage:

0 of 0 people found the following review helpful. Its about time!!!By Android FanThat somebody honestly repealed what so much of marketing has become, an un-welcomed, out-dated, ineffective push at the "masses". The truth is that

times have changed, Middleton craftily lays out a recent history of advertising, careful to point out that so many of our terms, strategies, and philosophies (even our sayings) were developed in the age of Radio. Not surprisingly, leaving much to be desired in the ever-changing digital-driven world of today. She describes time both on the client and agency side (and like many of us) noticed that so much of what we were "doing" didn't seem to be as impactful as it used to be - all the while struggling to keep up with iterative platforms, media, and consumer behavior. Middleton states that even the word consumer should be replaced - to better define and prepare us for marketing in a new age - The age of Participation! Her approach of employing human behavior and motivational theories to solve today's marketing challenges creates repeatable models we can implement in a clear framework of D(Discover), E(Empower), and C(Connection) to allow our brands and products to PARTICIPATE with customers. Middleton supplies additional models such as the "Participant" wheel, an invaluable key for retrofitting the sales funnel and any customer-decision-journey or path-to-purchase linear model in addition to a host of additional advice and guides for implementing Participation in your own organization. I can say I'm glad I was referred this book, and look forward to making my 2013 marketing calendar different from the rest, and finding champions (internal and with our customers) who are ready to listen.

0 of 0 people found the following review helpful. I would have liked to have seen more examples of successful Participation Marketing

By Jennifer Mojo

A rapid fire read that cuts through the complexity of marketing today. 20 years of marketing evolution is broken down into a digestible layer of contextual understanding to set the stage for in a single word, defining the landscape we find ourselves playing in today. A space of active marketing, engagement and full PARTICIPATION. Daina cuts through the clutter, eschewing overly convoluted models and overused buzz words in favor of hammering home a new method of engaging with one another based on action, trust and partnership. I would have liked to have seen more examples of successful Participation Marketing, however, this book should land on the desk of every marketer and media executive still practicing one to many push methods.

0 of 0 people found the following review helpful. More useful information than I thought was available all in one place!

By Debra Kay Mcfadden

The use of examples and techniques was helpful in this ever changing field that effects all of us in the world today.

Turn intrinsic human desires into your most powerful marketing tool.

Marketing in the Participation Age

shows you how to rethink marketing. Transform consumers into active participants for your brand by capturing their interest, empowering them to contribute, and developing meaningful relationships that keep them involved. Learn how to create a marketing environment that fulfills your customers' desire to seek challenges and discover new things—and watch their participation yield greater revenues for your business. "Marketing is constantly evolving. Companies can't compete by using the same old, tired tools. This book provides fresh inspiration, with a new framework for doing things differently."

—Sally Hogshead, author of *Fascinate*; inductee into the CPAE Speaker Hall of Fame "Participant marketing transformed the way we did business in the marketplace as an agency and provided a framework for doing business with clients that added unique value to their marketing efforts."

—Kris Pinto, founder of Moxie Interactive

From the Inside Flap

Intrinsic Motivation Theory asserts that people are motivated to seek challenges, to discover new perspectives, and in doing so, stimulate their desire to actualize their individual human potential. Marketing in the Participation Age wields this theory as a means of engagement: if a person is intrinsically motivated, he or she will choose to actively participate with your brand and find the experience rewarding. Make sure your organization's marketing programs facilitate and enable participation—rather than create disruption and disinterest. Companies that live by the principles outlined in Marketing in the Participation Age can edge out their competitors by conscientiously planning their programs to trigger a set of motivational elements that work together to inspire people to join, share, take part, connect, and engage. The key to customer participation is to activate all three elements of the framework as you market your brand. These elements include:

Discover: Excite curiosity and help your participants achieve the satisfaction of becoming competent at something new. In what ways are you encouraging participants to learn more about your product/brand?

Empower: Invite consumers to meaningfully contribute to your brand and/or product. Do you invite participants to provide feedback, offer tips and suggestions, or help to create the product itself?

Connect: Foster meaningful relationships among your customers and followers. Have you built a social environment that enables interactions with others who may share the same interests? Participants thrive on continually learning, feeling empowered, and providing input to the products and services they use. Marketing in the Participation Age shows you how to nurture these intrinsic desires to motivate participation and develop meaningful customer relationships that yield greater revenues.

From the Back Cover

Discover, Empower, Connect! Turn intrinsic human desires into your most powerful marketing tool. Marketing in the Participation Age shows you how to rethink marketing. Transform consumers into active participants for your brand by capturing their interest, empowering them to contribute, and developing meaningful relationships that keep them involved. Learn how to create a marketing environment that fulfills your customers' desire to seek challenges and discover new things—and watch their participation yield greater revenues for your business. "Marketing is constantly evolving. Companies can't compete by

using the same old, tired tools. This book provides fresh inspiration, with a new framework for doing things differently." —Sally Hogshead, author of *Fascinate*; inductee into the CPAE Speaker Hall of Fame "Participant marketing transformed the way we did business in the marketplace as an agency and provided a framework for doing business with clients that added unique value to their marketing efforts." —Kris Pinto, founder of Moxie Interactive

About the Author
DAINA MIDDLETON is a pioneer in the digital marketing space, a marketing professional with more than twenty years in the industry, working in both the client and agency environments. She is the global CEO of Performics, the performance marketing division of Publicis Groupe and one of the largest and oldest search and performance media agencies. She regularly speaks and appears at industry events, including ad:tech, WOMMA, VideoNuze, and iMedia, to name a few.