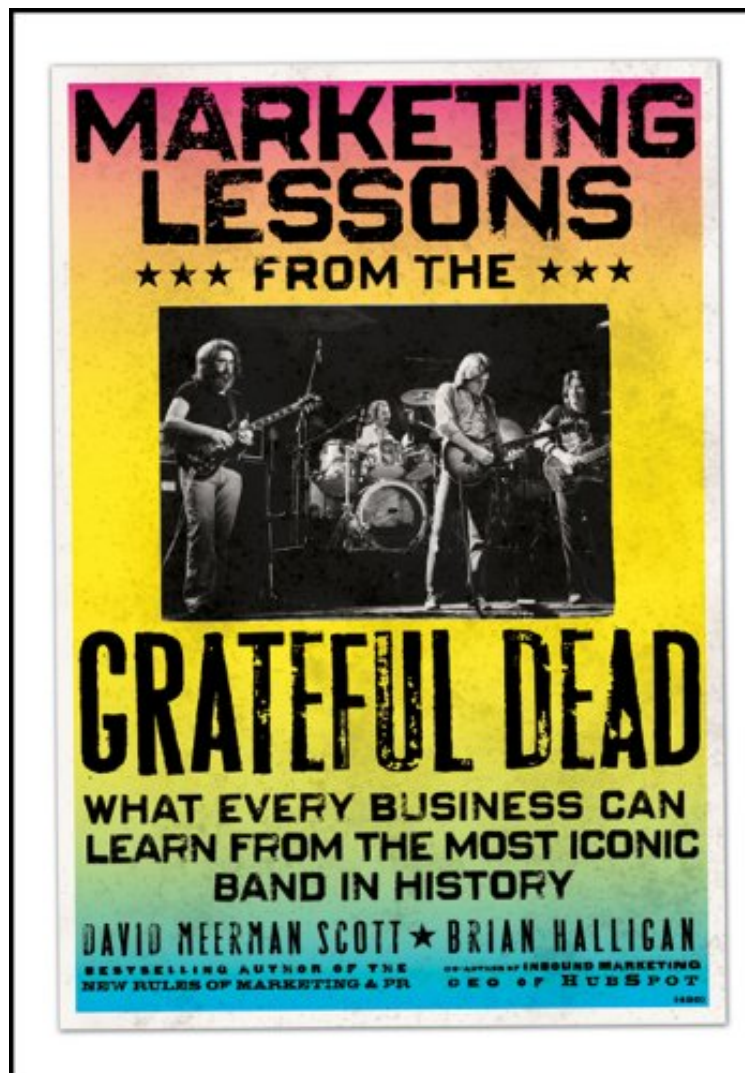


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Marketing Lessons from the Grateful Dead: What Every Business Can Learn from the Most Iconic Band in History

David Meerman Scott, Brian Halligan
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David Meerman Scott, Brian Halligan : Marketing Lessons from the Grateful Dead: What Every Business Can Learn from the Most Iconic Band in History before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Lessons from the Grateful Dead: What Every Business Can Learn from the Most Iconic Band in History:

3 of 3 people found the following review helpful. The Grateful Dead - Rock legends, marketing pioneers! By Douglas N. Burdett[[VIDEOID:193a576b3cde63318ee0f68009abbaa5]] The Grateful Dead was one of the most successful rock bands of all time and was known for an eclectic music style, unique live performances and a devoted fan base,

known as "Deadheads." The band marketed itself and built a following by doing pretty much the opposite of what most other bands did. For instance, they encouraged their fans to record their shows and give tapes to their friends. They built a mailing list of fans to keep in touch with them. They sold concert tickets directly to fans instead of through a middleman. And most significantly, they built their business model on live concerts, instead of album sales long before that model became the norm for today's recording artists. The music industry thought they were crazy, but the approach the Grateful Dead took was ultimately successful. Many of the things they did to build a following are what successful modern marketers are now doing in the Internet age. The Grateful Dead was doing social media and content marketing long before there was Internet marketing. And rather than trying to have an enormous fan base that was a mile wide and an inch deep like The Beatles or The Rolling Stones, the Grateful Dead strove to have a deep relationship with a niche audience. And that is how many businesses are profiting in the long-tail nature of the Internet. Even if you're not a fan of The Grateful Dead, this is a great marketing book that both entertains and educates. And, to listen to an interview with David Meerman Scott about "Marketing Lessons from the Grateful Dead" visit MarketingBookPodcast.com 0 of 0 people found the following review helpful. And the authors cherry pick some of those that are relevant today to bring up some good ideas for today. By ColoCustomer The Grateful Dead were innovative marketers. And the authors cherry pick some of those that are relevant today to bring up some good ideas for today. But it could just as well be titled "David's Good Marketing Ideas." And how they tied it together was rather forced at times. Like any list of good ideas from a successful marketing pair, it has some great ideas, some good ones, and some that are used to increase the page count. And in all cases the argument in favor of the idea is it worked well for 2 specific cases. That lack of supporting evidence doesn't mean they're bad ideas, but it doesn't make them good either. 1 of 1 people found the following review helpful. Great lessons for life and business. By Customer An excellent overview of the history and lessons learned from an intense study of the marketing power of fans implemented by the Grateful Dead. Their ability to eschew record labels and AR men in order to share their product made their brand highly profitable while daring to build a movement without a guarantee of compensation for the effort..

The Grateful Dead-rock legends, marketing pioneers The Grateful Dead broke almost every rule in the music industry book. They encouraged their fans to record shows and trade tapes; they built a mailing list and sold concert tickets directly to fans; and they built their business model on live concerts, not album sales. By cultivating a dedicated, active community, collaborating with their audience to co-create the Deadhead lifestyle, and giving away "freemium" content, the Dead pioneered many social media and inbound marketing concepts successfully used by businesses across all industries today. Written by marketing gurus and lifelong Deadheads David Meerman Scott and Brian Halligan, *Marketing Lessons from the Grateful Dead* gives you key innovations from the Dead's approach you can apply to your business. Find out how to make your fans equal partners in your journey, "lose control" to win, create passionate loyalty, and experience the kind of marketing gains that will not fade away!

.com Product Description The Grateful Dead broke almost every rule in the music industry book. They encouraged their fans to record shows and trade tapes; they built a mailing list and sold concert tickets directly to fans; and they built their business model on live concerts, not album sales. By cultivating a dedicated, active community, collaborating with their audience to co-create the Deadhead lifestyle, and giving away "freemium" content, the Dead pioneered many social media and inbound marketing concepts successfully used by businesses across all industries today. Written by marketing gurus and lifelong Deadheads David Meerman Scott and Brian Halligan, *Marketing Lessons from the Grateful Dead* gives you key innovations from the Dead's approach you can apply to your business. Find out how to make your fans equal partners in your journey, "lose control" to win, create passionate loyalty, and experience the kind of marketing gains that will not fade away! Exclusive: QA with Authors David Meerman Scott and Brian Halligan What inspired you to write this book? Brian: We have been thinking about how the Grateful Dead are a great marketing and strategy case study for years. We included content on the Grateful Dead in both of our previous books and often talk about them on stage in our blogs. Recently, we did a webinar that was focused on what marketers could learn from the Grateful Dead that was very well received, so we decided to turn up the volume and write a book. Since we are both longtime deadheads and marketing thinkers, this book was a labor of love for the two of us! David: The Grateful Dead is one huge case study in contrarian marketing! We've been eager to write about what the band has been doing to market themselves for more than forty years and apply that to businesses today. These lessons are an important tool for helping to understand the new marketing environment in language and examples that are familiar to all. What are some of the marketing lessons that businesses can learn from The Grateful Dead? Brian: The fundamental assumption in almost every band's business model was that they were going to make their money on album sales. The Grateful Dead rejected that assumption. Their fundamental business model was based on making money from the concerts. Because of that change, there was a cascade of decisions that fell from that. For instance, each concert was completely unique night-after-night, so there was a strong incentive to see them for several nights in a row ndash; this ultimately led to fans following them around the country. In addition, they allowed their

fans to make tapes of the concerts and freely spread them to their fans; the more concerts they played, the more tapes there were, the more people were exposed to the music, the more people paid for concert tickets. David: The Grateful Dead let their audience define the Grateful Dead experience. Concerts were a happening, a destination where all 20,000 or more audience members were actually part of the experience. Making fans an equal partner in a mutual journey, the Grateful Dead teaches us that our community defines who we are. In an era of instant communications on Twitter, blogs and the like, we learn that companies cannot force a mindset on their customers. What kind of research went in to writing this book? Brian: I have been to over 100 Grateful Dead shows, so have been thinking about this for a long time. More recently, I have read pretty much everything I could get my hands on that had been written by band members or colleagues of band members. We also spent some time with Billy Kruetzmann, the Grateful Dead's long time drummer who helped me with some of the information. David: We did hundreds of hours of research for the book. While some things are well documented (such as the taper policy) many of the band's marketing practices were not talked about in the published materials. What has the reaction to the book been among your marketing fans, and also Grateful Dead fans? David: We announced the book in Grateful Dead fashion; with a big announcement on our blogs, Twitter, and Facebook. We told our fans first. Soon, many Grateful Dead fans who did not know us found the book through Google alerts and from discussions that started immediately on Grateful Dead forums. We jumped into the discussions as people had questions about the book. What was the most fun or most interesting aspect of writing this book? David: We've really enjoyed digging into the band that we love. And the research has allowed us to meet really interesting people associated with the band. Because we want to support more research, we're donating 25% of royalties to the Grateful Dead Archive at the University of California at Santa Cruz. "Like all the best teachers, this book inspires you to do your own thinking.... I found it enlightening and liberating." (Financial Times, August 2010) "...a short but inspiring book which will give every business person pause for thought and some good ideas." (TheBookBag.co.uk, August 2010) "...fits four decades' worth of guitar solos and weed smoking into the context of recent American marketing." (The Guardian.co.uk, September 2010) "...there's certainly much to be taken away from this book." (Business Life, October 2010) "...a well-written and sprightly little book...they may just be on to something." (Management Today, October 2010) "...offers advice to marketing executives across a broader range of industries." (Director, October 2010) "For years, business theorists and corporate strategists have pointed to the Dead's example for insights into perennial issues and emerging challenges. Scott and Halligan focus on one key factor in the band's extraordinary artistic and business success; their iconic and enduring identity, not just as a band but as a brand. The authors' real appreciation for the Dead phenomenon, and their compelling and creative analyses of the Dead's marketing acumen, make this thought-provoking survey mandatory reading." —Nicholas Meriwether, Grateful Dead Archivist, UC Santa Cruz, and author, All Grateful Instruments: The Contexts of the Grateful Dead Phenomenon and Dead Letters: Essays on the Grateful Dead. "Demand everything. Expect nothing." —Bill Kruetzmann, co-founder and drummer, The Grateful Dead "David and Brian share my deep passion for music and its inspiration in our everyday lives. In Marketing Lessons from the Grateful Dead, they combine their marketing expertise with a zeal for one of the most successful and iconic bands of all time. They mold two subjects that are seemingly poles apart into one breakthrough book that is as entertaining as it is enlightening." —Del Breckenfeld, Director, Entertainment Marketing, Fender Musical Instruments Corp. author of The Cool Factor: Building Your Brand's Image Through Partnership Marketing "Marketing Lessons from the Grateful Dead explores the phenomenon created by the Grateful Dead showcasing the extraordinary power of music and the innovations the Dead developed to connect and bond with their audience." —Michael Lang, co-creator Producer of the 1969 Woodstock Music Art Festival and author The Road to Woodstock "Halligan and Scott have written one of the most inspired, practical, and unconventional books on the business bookshelf. Want to develop a cult-like following, establish a new category, and do what you love? Scott and Halligan; calling upon their innate marketing savvy and inspired by their passion for the Grateful Dead; show you how." —Marc Benioff, Chairman CEO, salesforce.com "Jerry Garcia and his band were brilliant marketers. They understood that you grow your fan base one fan at a time and they constantly came up with things to energize their base while continuing to build it. As committed fans and talented marketing pros, Brian and David have created a book that is both entertaining and informative." —Jim Irsay, Owner and CEO, Indianapolis Colts and owner of Jerry Garcia's guitar, Tiger "Being a 20-year member of the Grateful Dead's extended family, it's safe to say that we never felt like we were being marketed to in any way. The Dead treated us right by reaching out to us and keeping us in the know. Brian Halligan and David Meerman Scott's book Marketing Lessons from the Grateful Dead is an eye opener with keen observations. Who would have thought so many years ago that there was any plan in place at all?" —Ken Hays, Big Boss Man, Gathering of the Vibes "...a well-written and sprightly little book. If you learn these lessons, you will have a better company and you will have a better life..." —Geoff Travis, Management Today