



Reviewed by Wendy Soucie, Sortis Marketing

I wanted my book pick for this month to be more fun than the past philosophical book, *Gonzo Marketing*, by Christopher Locke. As you can see, the cover hints at a gooey, fun mess to read. I think this book is passionately written around the same Internet topic that *Gonzo Marketing* broached, but certainly with a more readable style. According to the reviews I read prior to purchasing this book, it is one of his longer books, but still considered an easy read.

On behalf of several clients and my own personal interest, I have been researching different perspectives on Internet marketing and leveraging finite marketing budgets. Specifically, social marketing, its application and success for small- and mid-sized businesses has me doing a lot of reading, looking for good examples of companies that have used this approach to surge ahead.

To get the whole Meatball Sundae concept off my chest, author Seth Godin believes old traditional marketing tactics (i.e. marketing to the mass media, print advertising and direct mail) are the meatballs that have been used forever — think Super Bowl ads. Nuts, whipped cream, chocolate sauce and cherries are the new social marketing conversations — think marketing tactics such as blogs, message boards, forums, interactive reviews, search marketing, etc. In today's economy, we need to have a marketing mix that identifies what type of Internet media will deliver the information on your products and services to your target audience. The key is revamping your tactical approach by fundamentally

# Meatball Sundae: Is Your Marketing Out of Sync?

transforming or creating different products and services for your customers.

These new concepts are shaking up the traditional marketing world, and the after shocks are going to be with us from now on. According to Godin, we will want to use these tactics in the changing relationship we will have with our clients. With so much clutter in the media — offline and online — traditional marketing doesn't work like it used to. But that's OK for small- and mid-sized businesses, because they can't afford TV/radio anyway. With such a strong statement on mass media advertising in this book, I wonder if Godin receives hate mail from the major networks from time to time.

I felt the latter parts of the book had good information on 14 trends impacting business in the 21<sup>st</sup> century. In this section, he provided small company success stories and golden nuggets to consider. He picked suitable small but agile firms and described how they branded themselves, created a message and implemented their new marketing. They were just the examples I was looking for. In fact, during the first reading of the book, I was so intrigued that I bought the audio version. I listened to it twice more.

To make his point, one company he highlighted, [www.blendtec.com](http://www.blendtec.com), used Trend No. 8, Infinite Channels of Communication. Makers of "industrial-grade blenders," this company started the viral marketing campaign, "Will it Blend?" where they throw random and crazy objects into their blenders; it's a YouTube success. The company has a main Web site with e-commerce, articles, recipes and health tips, but they also have a microsite, [www.willitblend.com](http://www.willitblend.com), people can visit and suggest blending ideas. It is a tremendous success! I want to buy one of these blenders when mine finally dies. Godin even leverages this success by making a joint video to promote his book that is posted on YouTube.com and also on Squidoo.com, which Godin founded. My guess is that it was a successful effort for both.

What I liked best about the book was that it gave me a very optimistic perspective on how small- and mid-sized businesses can succeed today. This group is most likely to listen to clients, and listening to people creates products they want. Most every potential client I meet with is struggling with what they should be doing to jump-start their marketing engine. Most have what we might consider a relatively low marketing budget and are frustrated at how really small it is when they are looking at TV, radio and print advertising.

The good news is that you can target your market demographics with the use of the Internet.

I agree with author Seth Godin that this is what we need in the future to succeed. I give this book a thumbs-up! ■

## >> Meatball Sundae: Is Your Marketing Out of Sync?

By Seth Godin

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