



None of it stands alone.

Marketing is the work of telling a story that changes people. We can tell that story in what we make, how we make it and how we engage with our public. And we can choose to change people for the better, in a generous way, or we can look for selfish shortcuts that leave little of worth behind.

For a hundred years, people have been trying to decode this process, the essence of our culture and our economy. This first draft of a marketing family tree highlights some of the branches and some of the pioneers involved with those branches. Feel free to point out the ones I've missed (use the Discourse thread, please).

***Nota bene:* This is not the curriculum or agenda for TMS, nor is it a list of recommended tactics. It merely is a compendium of what's happened and what's happening.**

- **A marketing family tree**

- **Marketing is communicating with other people to make change happen.**

- Here's a slightly wide and slightly deep tree that shows the many directions it has developed (and after many of the entries, a name or two reference a book, an innovator, a public figure or a controversy).

- *Modern marketing*

- What you make
 - Design
 - User experience
 - Impact on others
 - How you make it
 - Lifecycle
 - Side effects

- *Advertising (David Ogilvy)*

- Mass marketing
 - Spokesperson (Arthur Godfrey)
 - Folksy (Hal Riney)
 - Giant brands and animated characters (Bill Bernbach)
 - Unique Selling Proposition (Rosser Reeves)
 - As Seen on TV
 - Jingles (Winston tastes good...)
 - Ubiquity (Crazy Eddie)
 - Loss leaders (Jay Walker, AOL, Amazon)
 - Direct Marketing (Lester Wunderman, Lillian Vernon, Edith Roman)
 - Permission Marketing (Godin)
 - Spam (Green card lawyers)
 - Digital advertising (Google and Facebook)
 - Direct Response (Ron Popeil, Joe Sugarman)
 - Infomercials (Guthy Renker)
 - Long form charity fundraising letters (NRA)
 - Scientific Advertising (Claude Hopkins)

- *Public Relations (Edward Bernays)*

- Publicity (Hollywood)
 - Propaganda (Orwell et al)
 - Manipulation (Ernst Dichter)
 - Personal brands (Richard Branson, TED talks)
 - Exclusivity (Hermes, Rolls Royce)
 - Scarcity (Hamilton tickets, Supreme clothing)
 - Sustainability (Patagonia)

- *Word of mouth*

- Remarkable (the Purple Cow)
- Viral Marketing (Hotmail and the Ideavirus)
- The Tipping Point (Gladwell)
- Multi Level Marketing (Amway and Mary Kay)
- Trust (Sears and LL Bean)
- Experience (Pine and Gilmore)
 - Service (Tony Hsieh)
 - Wow (Tom Peters)
- Becoming (Michael Schrage)
- *Pricing*
 - Luxury goods (Veblen)
 - Cheapest (Walmart)
 - Subscriptions/memberships (Readers Digest)
 - Save time *and* money (Amazon, Uber)
 - Time value of money (Credit cards and banks)
 - Free (Hotmail, Google)
 - Tithing (Mormons and others)
- *Promotion*
 - Placement (Reese's pieces)
 - Kickstarter
 - Co-op
 - Sales (discounts)
 - Captive markets (Textbooks, unions)
- *Attention*
 - Guerrilla Marketing (Jay Levinson)
 - 1:1 Future (Martha Rogers & Don Pepper)
 - Content Marketing (Brian Clark)
 - Terrorism
 - Interaction Design (Mark Hurst, SY Partners)
 - Events (TED, Comdex, conventions)
- *Habit*
 - Addictive behaviors (Facebook, nicotine)
 - Behavioral economics (Kahneman)
 - Trademarks (Marlboro)
- *Coercion*
 - Extortion rackets (Corleone)
 - Market power (Google)
- *Two-player market share*
 - Forces (Alinsky)
 - Fast response (Lee Atwater)
 - Fake news (Putin)
- *Stories*

- Worldviews (George Lakoff)
- Myths (Joseph Campbell)
- Status roles (Johnstone, Corleone)
- Design (Ideo, Apple, Bauhaus)
- Positioning (Trout and Reis)
- Speed
 - Fast fashion (Zara)
 - Digital transformation (data mining, Polaroid)
 - Fads (Fidget spinners)
- *Community*
 - Tribes (Godin)
 - Fundraising galas (Robin Hood Foundation)
 - Uniforms (Harlem Village Academy)
 - Community connection (Eagle scouts)
 - Participation (Wikipedia, AA, March on Washington)
 - Efficiency of loyalty (Fred Reichheld)
 - Identity
 - Story of us (Marshall Ganz)
 - Us/them (the Crusades)
 - Nationalism (Bernays)
 - Mass Movements (Eric Hoffer)
 - 1% super fans (Jackie Huba)
 - People like us do things like this (American Top 40)
 - Cultural norms (Margaret Mead, Annie Kenney, Nelson Mandela)
 - Power allocation (Martin Luther)
 - Crossing the Chasm (Geoff Moore)
 - Moving through the chasm (e.g. Jeremy Irons and Patrick O'Connell)
 - Staying weird (Godin)
 - Sects (Woodstock, CBGB)
 - Micro movements, shared language (Naomi Klein, David Duke, Noam Chomsky)
 - Separation (Louis Farrakhan)
- *Technology shifts (Kevin Kelly)*
 - Lock in (Gillette)
 - Forced connection (Facebook)
 - Attention control (Wu/AT&T/Google)
 - Long Tail (Chris Anderson/Amazon/Netflix)
- And most of all, what makes it modern:
 - Design
 - For remarkability
 - For impact
 - For habit

- For sustainability
- For the user
- Empathy
 - Seeing people for who they are
 - Treating different people differently
 - Engaging in possibility
- Humility
 - Because it's not about you. It's about the person you seek to serve and the change you're able to make.