

Everything I Know about Marketing I Learned From Google

Aaron Goldman

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“An essential book.”

BRIAN MORRISSEY, DIGITAL EDITOR, ADWEEK

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Aaron Goldman : Everything I Know about Marketing I Learned From Google before purchasing it in order to gauge whether or not it would be worth my time, and all praised Everything I Know about Marketing I Learned From Google:

9 of 9 people found the following review helpful. Solid marketing-relevant text for companies who use SEO/SEM By Mark Ailsworth I'm a huge fan of Malcolm Gladwell's books... I think I'm most inspired by his easily approachable writing style that exposes and explores big concepts in easily understood, and easily digestible terms, all while making sure the reader cracks a smile or a laugh at every page-turn. I'm thrilled to have found another writer with that exact same style: Aaron Goldman. Goldman's book is a must for every early student of marketing, but even old dogs will

find more than just a few new tricks here. Goldman has brought insights about Google's user approach that any humble webmaster or humble CMO (there aren't that many actually) can immediately begin to put into practice to correct their own confusing jumble of HTML madness. As marketers we try so hard to make sure that our users see everything we're about immediately upon arrival at our site, but the array of starbursts, auto-initiated audio video, rich media silliness, and javascript fireworks only serves to complicate our message and leave the user even more bewildered about our value than when they first arrived. Goldman articulates a simple model (one that easily fits into a lobe and a half of your frontal cortex) that will help you rarify and clarify your message so that consumers will finally "get" you. If you've struggled to divine the right words to sound your internal rallying cry, this book's for you. If you return to your company's website day after day and constantly wonder how to better array the information that's there, this book's for you. If you need a book to give your stuck-in-the-dark-ages CEO, this book's for you. It's not a "how-to book," however, so don't expect to improve your search rankings the moment you put the book down, but you will return to your desk with a renewed vision to strive for simplicity and clarity. One of my favorite insights from Goldman's book is why Google makes the choices that they do in product development and release. I've read everything the WSJ has ever written about Google, but even I didn't consider the side benefits that Google realized by launching Google 411 and Google Voice. Apparently listening to accents and dialects from around the US and the world helps them improve their voice recognition software, and that to me is sheer genius. Look to the consumer to do your homework for you. The lesson here is that as a marketer you need to know what the secondary effect will be of any product you launch... how can you leverage the information you'll collect? Anyone with a website today needs to think about their strategy in accordance with the rules and guidelines Goldman has laid out. You'll want to be sure you take full advantage of the [...] reader companion for a LOT more content. You'll find how-to info there, and a bunch of other soul-satisfying tips. Goldman lays out the theory and structure for Google-relevant marketing in the book, but walks you through step-by-step at the site. This is a marketing text that every brand needs to consume to stay ahead.

1 of 1 people found the following review helpful. A Great Marketing Toolkit in a Book! By Average Joe CEO Aaron Goldman's "Everything I know about marketing I learned from Google" is more than just a book about understanding marketing through google - it's about marketing in the Age of Google! By understanding googles platform and playbook, I walked away with my game plan for my marketing efforts. But at the same time, I gained insight from Goldman on crafting the right message, on engaging with customers, and how to move away from selling and towards compelling customers to be part of our marketing campaigns. For me, someone who always seeks more and more data, I especially appreciated the additional online information if I wanted more! This book has to be part of your business library!

7 of 9 people found the following review helpful. The Google Forest and the Google Trees for Marketers By Jason L. McDonald Somewhere between The Tipping Point and SEO for Dummies lies the fertile ground upon which Aaron Goldman builds this interesting book on Google and Marketing. I read everything I can get my hands on on Google, SEO, AdWords, and Social Media, and one of my biggest complaints is that we have "forest" books like the Tipping Point and we have "trees" books like SEO for Dummies, but we have very few books that attempt to connect the forest with the trees. I like this book. It isn't perfect. It is more a "forest" book than a "trees" book, but Adam provides great marketing food for thought and some useful web links and concrete hands on items as well. First and foremost, the chapter on your Universal Selling Proposition (USP) really should be read, first. Are you a tax accountant in Detroit, a hypnotherapist in New York City, or perhaps you sell organic probiotics over the Web... Find your USP, says Aaron, and orient your Google marketing around it. He uses examples as from All State Insurance and has little fill-in-the-blank figures to help you, discover and refine your USP. It's his best chapter that unifies the "forest" (What do you want to be as a company?) with the "trees" (How do you turn this big goal into concrete marketing steps?). But therein lies the rub. Trying to be both a "forest" book and a "tree" book, Everything I Know About Marketing sometimes fails to be either. At the "forest" level, it isn't really an easy beach book of mind candy like The Tipping Point. Aaron discusses the newspaper business, for example, and how Google / the Web has all but destroyed it... But he doesn't really explain any alternatives, beyond newspapers becoming pure advertising; nor does he really delve into the social / political / marketing implications of the coming media collapse. So forest lovers will be left a little unsatisfied. At the "tree" level, the book mentions various tools and tricks to help your company dominate Google, but it often isn't clear if those tips and tricks are just for AdWords (paid advertising) or for SEO. As for SEO, he gives it short shrift in the introduction, dismissing SEO as "not that complicated" (pg. 4). But the book gives few practical hands on tips for dominating either AdWords or SEO - for those issues, you are better off with a Dummies book, or taking one of the practical AdWords / SEO classes I teach online (just Google Jason McDonald SEO to find me and my online classes). The devil so often is in the details, and at the "tree" level more than the "forest" level, Everything I Know about Marketing disappoints. The solution? Buy this book, AND ALSO buy a few practical books on AdWords and/or SEO. Or take a local class on SEO / AdWords or take an online class like those I teach. The two together will be powerful food for thought. You can click on my profile to find a list of my recommended SEO / AdWords books.

Want Market Share? Google It! "Google is a once-in-a-generation company. Aaron Goldman has written an

essential book that goes beyond telling us how Google became so important to explaining why the revolution it's leading will affect everyone in media and marketing. — Brian Morrissey, Digital Editor, Adweek
An insightful tour of the elements that have made Google successful combined with a usable guide on how to apply this learning to your business. — Rishad Tobaccowala, Chief Strategy Innovation Officer, Vivaki
About the Book You know you've hit it big when your name becomes a verb—and no one knows that better than Google. In just over 10 years, Google has become the world's most valuable brand, consistently dominating its category and generating \$6 billion in revenue per quarter. How does Google do it? In a word: marketing. You may not think Google does much marketing. Indeed, it doesn't do a lot of what has traditionally been viewed as marketing. But in today's digital world, marketing has taken new shape—and Google is at the cutting edge. In *Everything I Know about Marketing I Learned from Google*, digital marketing expert Aaron Goldman offers 20 powerful lessons straight from Google's playbook. Taking you deep into the inner workings of the Googleplex (which are simpler than you think), Goldman provides the knowledge and tools you need to build and grow your brand (which is also simpler than you think). Along the way, he shows how Google's tactics are being used by a wide range of successful corporations, from Apple to Zappos. Key principles include: Tap into the Wisdom of Crowds: Get the signals you need directly from your customers Keep It Simple, Stupid: Craft messages people can grasp in a nanosecond and pass along Don't Interrupt: Join the conversation—but avoid disrupting it Act Like Content: Provide value, not sales pitches Test Everything: Take no detail of your program for granted; you can always improve Show Off Your Assets: Distribute your brand everywhere The beauty of it all is that these Google lessons can be applied to every aspect of marketing, in organizations of any size. Whether you run a PR department in a multinational corporation or serve as the sole marketer in a small business, these tactics work. In its mission to "organize the world's information," Google has rewritten the book on marketing. Use *Everything I Know about Marketing I Learned from Google* to remake your own organization's marketing—and engage more customers than ever.

From the Back Cover
In *Everything I Know about Marketing I Learned from Google*, digital marketing guru Aaron Goldman shares 20 lessons from the world's most ubiquitous brand to help you better engage your customers and prospects. You'll learn how to do everything from initiating digital "conversations" with customers to testing and quantifying your efforts. In addition to his expert insight, Goldman delivers case studies featuring some of the world's most innovative brands that have integrated lessons from Google into their own marketing strategy. You'll see how: Apple is Googling its customers to remain relevant to their passion points GE is Googling its marketing plans by selling altruism Threadless is Googling its products by tapping the wisdom of crowds Barack Obama Googled his way to the top of the political ladder And now you, too, can Google your business to build meaningful connections with more customers than ever!
About the Author
Aaron Goldman is Chief Marketing Officer at Kenshoo, where he puts lessons learned from Google to good use through global technology solutions for managing online advertising. Goldman lives in Chicago.