

## Marketing, Then And Now

	MODERN ERA 'PULL' MARKETING (POST WEB 2.0)	MASS OR LEGACY 'MAD MEN' PUSH MARKETING
<b>Name</b>	Selective Consumption, 'Thank You' Economy	Directed Consumption, 'You're Welcome' Economy
<b>Funnel Tops</b>	Interactive: Content, SEM, PPC, Email, Social	Non-Interactive: Radio, Television, Print, Billboard
<b>Main Aspect</b>	Choice	Force
<b>Market Diversity</b>	Highly Competitive	Oligopoly
<b>Power Dynamic</b>	Horizontal, Peer-To-Peer	Hierarchical, Master-Slave
<b>Conversation Type</b>	Dialogue	Monologue
<b>Characterized By</b>	Respect, Permission, Manners, Sincerity	Objectification, Interruption, Persistence, Dishonesty
<b>Content Types</b>	Analysts Reports, Studies, FAQs	Ads And Brochures
<b>Who Drives Journey</b>	Buyer	Seller
<b>Seller Goal</b>	Dazzle, Win-Over, Wow, Charm, Delight	Convince, Pressure, Wear-Down, Hound, Break
<b>Buyer Goal</b>	Get Informed And Make Considered Purchase	Get Informed, But With Limited Information
<b>Standard Practice</b>	Rescue Customers, Provide Empowering Solutions	'Hunt', Deceive
<b>Top Channel</b>	Internet Search	Broadcast Radio, TV, Print Advertisements
<b>Targeting</b>	Affordable, Precise, Based On Analytics And Signals	Expensive, Shotgun Or 'Mass'
<b>Sales Strategy</b>	<i>Be</i> Awesome	<i>Appear</i> Awesome
<b>Buyer Knowledge</b>	High	Low
<b>Buyer Mentality</b>	Information Overload, Private, Busy, Skeptical, Savvy	Interested, Public, Open, Trusting, Naive
<b>Proposition</b>	Unique And Differentiated Sales Proposition	Multiple 'Features' And 'Benefits' Or Undifferentiated
<b>Offer Type</b>	Objective Value, Builds Trust And Favor	Subjective Value (Brochure) Or Discount
<b>Product</b>	High: Testing & Changes Are Simple, Easy, and Cheap	High: Changes Are Complex, Laborious, And Expensive