

Welcome and hello everyone, I'm Buckley Barlow, your host of this podcast... and I want to thank you for joining me on this very first episode of Marketing IN THE KNOW. Yeah.

I'd like to start out by going over what this podcast will cover, who would be interested in listening to it, why I created it, and then tell you a little about me..your host. So if you don't want to spend the next 15 minutes getting to know me and you'd rather fast forward to the first guest, then you might want to just skip this episode. But if you want to learn about the answers to the questions I just listed, then stick around.

Alright, For starters, hopefully the name says it all. If you want to be "in the know", stay ahead of the marketing curve and ready to grow your business, this is the place to be. Because Once a week on Tuesday, I'll dive in with leading marketers, entrepreneurs, strategists, technologists, and consultants to find out about the specific things they do to make more money for their own business, the companies they work for, as well as their clients. Basically, you get to hear about the very same ideas, strategies, tactics, tools, and systems the big guns are using to get incredible results and how they grow their business– but hey, you don't have to pay the big consulting fees. So that's a booya bonus.

So here's a primer to the purpose and flow of the Podcast.

The world of modern marketing is incredible vast and wide today and frankly it's difficult to know where to place your time, resources and money. Seriously, when you're trying to grow your business – or even transform an existing traditional business into a digital leader and navigate the marketing landscape it really can be intimidating and I get a lot of blank stares when I talk to both newbie and experienced marketers, entrepreneurs, and business owners and so I know that putting together a framework of growth is a major pain point out there and I hope that Marketing In The know can be useful for you and serve as your guide through this jungle..this maze and get you up to speed on what's working and

what's not working. But the great thing about modern marketing today, is that although we are faced with an overwhelming amount of data, platforms, channels, and tools—particularly being driven by new technologies like--those options give us such a better insight into our perfect buyer and how to reach them that it's like going from the dark ages to the light ages.

Marketing has changed dramatically in the last decade or even the last five years and yet it is the core crux of growth. And modern marketing is no longer just a lead generation activity and you know, if it's done correctly, it should have a very large strategic seat at your table as it will undoubtedly touch most of your departments and if you are a solo entrepreneur or a smaller company, putting all of these discrete marketing pieces together can seem daunting, but in reality, it can oftentimes be easier to create an integrated strategy because you have so few moving parts. So I imagine that you will hear the two terms (marketing and growth) intermingled all the time from our guests and even from me, your host because I am a big believer in what is called Growth Marketing and nowadays companies are starting to put together quote unquote growth teams and growth departments, and regardless of whether growth is a department or a mindset (I would definitely suggest the later), growth and marketing go hand in hand and so I will explore growth and marketing tips with these leading individuals and find out **what's working, when it's working, how it's working, and HOW WELL** it's working. I also explore what's **NOT working**, so you don't have to waste time, money, and resources on dead end strategies, tactics and tools. Now, although the majority of these conversations will be around digital marketing because that is the new frontier, I also want to see how people are marrying traditional marketing strategies and tactics with digital to achieve amazing results. And it's my hope that each episode will provide an insight, perhaps even a spark—if you will—to get your company in the right position to grow.

Alright, so whereas some podcasts may focus on one thing only, let's say Social Media, that's not this podcast. I love orchestrating and architecting growth..that's my thing so the point of this podcast is to create an entire growth marketing framework for you, from strategy to tactical implementation and so we will touch on all the marketing drivers that make growth possible. And whenever it's a right fit, we will showcase a metric-driven case study because everyone loves a great

data-driven metric based case study, especially with the killer tools to evaluate the data today.

The tone will be conversational, informative and actionable and knowing how time is of value for everyone, my goal is to keep it under 30 minutes. And in those rare cases when a conversation is just way too good to put a time limit on it,...i'll break it up into bit-size series.

I refer to our subscribers and listeners as “Insiders” because it’s all about BEING IN THE KNOW, because things in marketing are changing so quickly today that it’s great to know what’s hot and what’s not.

The people who will benefit from this podcast will be Entrepreneurs, startups, small to medium size business owners, key stakeholders and anyone associated with growth or marketing.

So, specifically, I’d like to share some voice recordings from some Insiders. These people are REAL people who have asked me to help them and they are the perfect listeners for this podcast. Let’s see if any of these questions resonate with You. And by the way, these are real people, their real voice...this is NOT a commercial...I didn’t have them come into the studio, this is raw stuff and it may not be the best quality as I pulled most of these from voicemail.

“Hi Buckley, this is Kole.....

This is a guy who has built a multi-million dollar real estate business and after the recession has had a real struggle figuring out how to get back on top, particularly because what used to work no longer works. He’s a cool, smart and highly driven entrepreneur that wants to constantly outperform his own expectations. He knows where the next best thing is and he’s always looking to learn and incorporate new ideas and tactics to drive growth.

Or how about this person, Jeanette..””””

That’s a great question and I know that many business owners are feeling the same way Jeanette. You have a great offline business and now you want to scale it using online and/or digital marketing. But where the heck do you start?

In fact, if you are feeling this kind of overwhelm..drop me a line as I want to hear your story and if you have had success, definitely drop me a line so that we can share your story with our Insiders.

So here is the last one.

“Hey Buckley, this is Dave and with all of the technology shift of late, it seems like we are on platform overload on the marketing front. What is really working out there and how well is it working? What have you heard out there...I’d love to know your thoughts.”

So Dave is a business attorney who puts together M&A deals and has had a very successful career. He brings great ideas and the best people and always is thinking how do we scale this venture. He’s Very humble, very approachable and he needs help making sense of a marketing direction and this is a 20-30mm rollup idea, so it’s not an easy roll-out and the marketing has to be integrated, seamless and coordinated as a front facing and backend system.

Real people and I think that someone out there can identify with at least one of these three.

Again, this podcast is meant to help you ultimately grow your business by helping you stay ahead of the marketing curve...learning what’s working and what’s not working.

So let me share a couple of insights about me and how it relates to this podcast and we'll wrap this thing up.

For starters, you can probably tell I'm not a professional podcaster. I'm just a guy who authentically likes talking about growth and how modern marketing insights can help you get there. I pretty much shoot from the hip, so I'm going to flub up, it's not going to be perfect, but I hope you appreciate the conversational authenticity.

So, ever since I can remember, I've always been naturally curious and driven to find out the unknown. When I was a little kid...I loved to ask a lot of questions. And I always followed it up with a Why? I was the annoying child that asked, Why is the sky blue mom and when she'd respond with a quick, "Because that's just the way mother nature works honey," I'd come back and ask but WHY?

So, as a young boy, I loved to climb tall trees and it would scare my mother to death. And of course I would get scolded every time I did it and I always asked her but Why not?? So one time, at the age of 4, and this is still one of my earliest and most vivid memories, I climbed our tree in our backyard all the way to the top. Loved the fact that I got up there but then all of a sudden an immense amount of fear set in because I had no idea on how do I get down. 45 minutes later and to the embarrassment of my mother, the massive red fire truck pulled up, the ladder was extended and little Buckley although down safely, was in big trouble.

The focus was never on the fear of falling or why I shouldn't climb...the focus was always on the climb and understand what was up there. It had never occurred to me to think about getting down, because I already knew what was down on the ground. The excitement was discovering what was up there at the very top. The same goes for me today. Whenever I'm trying to grow a business

and all I can see is why it won't work then it never works. I have the wrong mindset.

And another thing, I don't compare myself to the kid who could 10x higher than I could climb. I focused on my tree. On my skills. On my belief. Now that's not to say I didn't fall and fall hard at times. It seemed like I was always in a bandage growing up.

And I've had my fair share of major bumps and bruises professionally, emotionally and spiritually too...probably just like you. But this podcast is not about personal failure and success, there are some amazing podcasts out there that focus on personal growth, this podcast is about helping you grow your business. This isn't just about listening either. It's about doing, it's about climbing. The reason it's only one day per week—at least for now—is that I want to keep it really simple for you. If you try to do too much, you will never do anything. So take that one strategy, that one tactic, that one tool, that one cool idea, learn from it and then spend that week implementing it, testing it, optimizing it for your business and each week, keep coming back for more.

So, I love to learn. I've always had a fascination with new technologies, channels, tools, tactics and platforms—pretty much all the things that turn business goals and strategies into reality. Ok, so I'll admit, I have a geeky researcher in me...I'm the guy who anxiously awaits – and then completely dissects – the issue of Inc 500 Fastest Growing Companies, especially the marketing, software and real estate categories. Anyway, I love that issue because it's all about growth and seeing what their site design looks like, analyzing their linking strategies, and so on. For me, that's a pretty wild afternoon! And having been a part of the growth team long before it was called a growth team of a Inc 500 fastest growing company, I had an opportunity to be of

what that growth curve looks like, particularly being in the sales, marketing and biz dev trenches.

So, the goal of this podcast is create content that people want to listen to and from what I am hearing from new and existing businesses, entrepreneurs and marketers is that they need help navigating a very difficult terrain of modern marketing to grow their business. In order to grow, you have to use the right strategies, tactics, tools, the right people, the right systems, and I love learning from all sorts of different people from all different industries and backgrounds.

In terms of connecting with People and learning from them, early on in my career, I used to spend a fortune on meals and entertainment every month just for a chance to sit down and talk with the movers and shakers. When you hang out with the smart people – the ones who are crushing it, walking the walk – when you rub shoulders with them, you get smarter, too. You get to hear their ideas and insights, and if you're lucky, you can even get some specific advice for your own business. It's like having 100 mentors all at once. And you know, we all get stuck or need specialized insight and help—both personally or professionally, and for me, I have little hesitation about reaching deep in my pockets to pay for education or consulting and so what's cool about this podcast for me is my ability to go so far beyond my typical borders to have really great conversations with smart and insightful people about the very thing we all want to know more about: how to grow a business TODAY.

One of the questions I will ask a guest is what is the best growth or marketing tip that you have ever received or learned in your career. I wanted to share mine with you and then wrap up.

Let me tell you another quick story from when I was in my twenties...

A friend of mine was recruiting me to come to work for a tech startup, STSN that had just received a round of funding. His passion for the company was so contagious that I was sold...literally after 30 minutes of listening to him, I was not only mesmerized, I was hooked. The story of this startup just made sense—obviously not only to him, but to me...and his passion in explaining it was electrifying. So, I did what every level headed MBA would do, I left a budding career on Wall Street to switch over to a tech startup. I think my mother wept after I told her. But seriously, I couldn't wait to jump on. To summarize several years, the company ended up becoming one of the fastest, I believe it was the 3<sup>rd</sup> fastest growing company behind the likes of Google growing from 50k in revenue to just over \$60mm in a few short years and it went on to produce a lot more revenue after I left. And that revenue growth was before the advent of major social networks. I can't even begin to describe the ride/journey and how amazing the growth curve and journey was. It was there that I cut my teeth on how growth—in particular “massive” growth happens. Needless to say, it was an incredible ride but here is the kicker...besides having all the right people, process, platforms (and let's not forget capital) in place to grow, the most important take-away for me was this concept that I coined StoryVesting. What I mean is not only did the company offer a product that filled a very specific want/need on a very timely basis, but internally, every employee was deeply passionate about the STORY – the product, the vision of the company and so on...so much that everyone I knew had a vested interest in the growth of that company...and what I mean by vested, I mean an emotional and financial interest in seeing the ultimate success of the company. I mean, you ask anyone in the company and they'd be willing to do remarkable things for the sake of keeping the customer ecstatic. That vested interest we all shared automatically oozed from every contact point, every email, every piece of marketing and training material, every installation, every customer service call...and I believe it



was this internal vested interest in the company's story which ultimately helped fuel this massive growth.

I left that company with an imprint that has stuck with me all these years and something I have seen repeated again and again with successful companies, including some of my own. When the pain point, need or want is completely aligned with your product or service and internal employees can get vested in that alignment, amazing things can happen. I know it seems basic, but for me, it is a great foundation for growing any company.

And Over the years as I have been a part of several fast growing ventures, as well as analyzing some of the fastest growing businesses recently, it seems that they all have three things in common and this has been echoed by a few of my mentors: 1) they have nailed their story alignment-that StoryVesting both internally and externally and 2) they have built a perfect growth marketing system equipped with the right people, the best processes and the best platforms—which I call a marketing machine and lastly, 3) they use a perfect combination of tried and true marketing strategies with innovative marketing tactics to fuel their growth. So, that's my tip.

You can see why I'm excited about launching a podcast where we get to find out what the best are doing out there in their industries TODAY!! If you are an entrepreneur looking to start and grow a company or a small business owner ready to take it to the next level or a marketer who wants to know the best growth and marketing practices to implement today, this show is for you!

Lastly...I want to hear from YOU. If you have a story that could resonate with our community of INSIDERS, then please share...I would love to have you on this podcast or on my blog and give you a platform to grow YOUR business. In

fact, I hope we get a chance to connect and you can learn more about me and what I do over at [BEINTHEKNOW.CO](http://BEINTHEKNOW.CO).

Well, that's it Insiders. I hope that you'll share, subscribe and leave a rating & review. It would be soooo appreciated! And as I mentioned earlier, I really do believe that marketing is a different animal today but it's still the crux of growth. And if you'd like to know more about why that's the case and how to grow your business today, I invite you to head over to [beintheknow.co](http://beintheknow.co) and grab the free copy of my guide, Ready Set Grow. Again, I'm Buckley Barlow and I'm honored to be your host and guide through the modern marketing maze. I have an amazing line up, so please come and subscribe, rate and review and let me know who you'd love to hear from as a guest on this show. So until next Tuesday, stay tuned and be in the know.