20 AWESOME MARKETING IDEAS TO DRAW INSPIRATION FROM

Andrew and Pete

INTRODUCTION

Hey, thanks for downloading this guide on 20 awesome marketing ideas to draw inspiration from. Hope you enjoy.

Each page has a different marketing idea with a short paragraph about why we think it rocks.

Get some inspiration from it, and Google your favourite ideas to learn more about them.

Enjoy,
Andrew and Pete

FIND OUT MORE ABOUT ANDREW AND PETE AT:
WWW.ANDREWANDPETE.COM

1. OUR POP UP BUSINESS CARDS

We developed these Pop Up Business cards to take with us to events and conferences. They work so well as an icebreaker. When we say, ‘Stand Out Marketing’. We really mean it.

What’s your ice breaker at events?

2. MARLBORO MAN

The ethics of this may be questionable now, but the Marlboro Man was a modern day marketing icon that changed the way products were advertised. It was all based on image, not at all on the features and benefits of the product.

What does using your product/service say about your customer?

3. KYLIE'S AGENT PROVOCATEUR

Agent Provocateur teamed up with Kylie Minogue to create a cinema advert so racy (for it's time) that it got banned.

The advert that got banned? Who doesn't want to see that? Imagine in a YouTube World how well this would work.

4. TWEET FROM THE SEAT

Struggling to find something to say on Social Media? Imagine if you sold toilet paper. That didn't hold Charmin back after they launched their highly successful #tweetfromtheseat campaign, which encouraged people to tweet quotes, humour, facts or even promo from their toilet seats.

5. HELLO ADELE

To launch her album 25 (after her last 4 years ago), Adele had a short advert during The X Factor on ITV. Nothing had been mentioned up until this point, and all the advert consisted of was the first few lines of her comeback song ‘Hello.’ Her name wasn’t even mentioned, but her distinctive voice sent Social Media into a meltdown.

Now, you may not be able to book a TV ad slot, but taking your customers by surprise can really pay off.

6. MANHUA CHA COMICS

This bubble tea company, with a niche market of comic book lovers took their brand one stage further and created an actual full comic book. Talk about that for a lead magnet!

Could your lead magnet be something a little more inventive and relevant to your audience?

This comic book also told their story in a unique way. We all know that stories are powerful, how can you tell your story a little differently?

7. CYCLONE MACHINE

If you have ever been to an exhibition or trade show then you know how unimaginative most stands can be. We took it to a whole new level with this cyclone machine. In exchange for a turn, people had to share their email address. This created a lot of buzz and media press for us.

Can you think outside the box when exhibiting or creating a game to get people's details?

8. PLEASE DON'T TELL

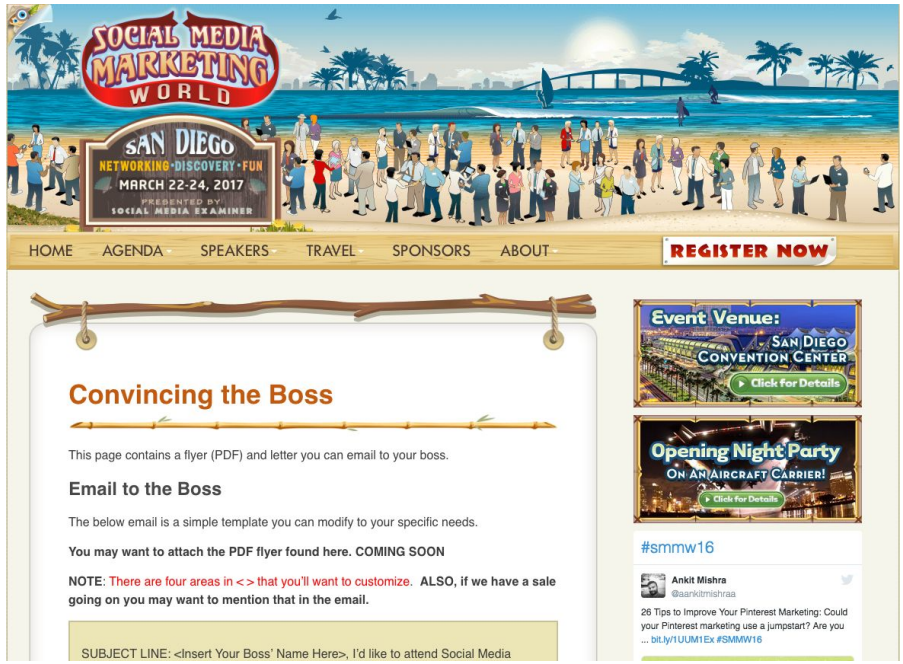
'Please Don't Tell' is a secret bar in New York, to find it you have to find a hidden telephone box inside a restaurant and make a reservation. How cool?! Using this exclusivity and secrecy creates a tremendous buzz and word of mouth, after all what's the first thing you want to do when you have been let into a secret? Tell everyone!

Can you use the power of secrecy and exclusivity to buy from you? We have done this many times to great effect!

9. CONVINCE YOUR BOSS

Social Media Marketing World in San Diego does something really clever to sell it's conference tickets. If you are an employee, it gives you templated guides you can use to convince your boss to buy you a ticket.

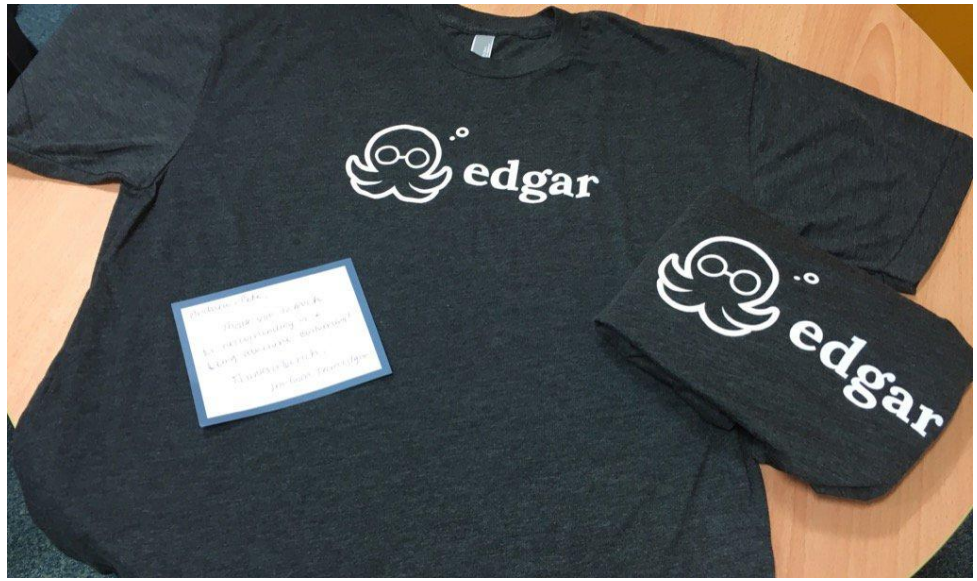
When you are marketing - are you speaking the right things to the right people? If not somebody's boss, maybe you have to convince the husband/wives of whom are you trying to sell to!



10. OCTOPUS TSHIRTS

When Edgar saw that we were talking good things about them on Social Media to our audience, they AirMailed us 2 TShirts to say thank you. Of course - this gave us something else to share!

Are you rewarding your advocates?



11. DO NOT VISIT THIS WEBSITE

At a local business expo, local web design agency *Climb Creative* had the chance to put a flyer in a goodie bag. You know the standard goodie bags are filled with sales focused leaflets that end up in the bin!

Climb were *Creative* however, with this suspicious looking flyer, with zero branding. Who doesn't want to navigate to this URL?

12. ERIC AND PEETY

Google *Eric and Peety* to check out this amazing story put together by an Animal Rescue charity.

They realised that to get more people to care about their charity, they had to change the story from one of 'giving to animals' to one of 'giving to animals and humans'. Their #MutualRescue campaign is genius.

13. STRESS(ED) GURU'S

The Stress(ed) Guru talks about cabbages in his keynote talks (long story!) and to get booked reguarly meant he had to constantly get in front of key decision makers in the industry. Tough challenge.

He decided to send cabbages in the post as part of a lumpy mail campaign alongside a little note to explain, and a cabbage soup recipe! This fun idea (which he still does today) get's attention and get's his foot in the door to get booked to speak consistently.

Is there someone you want the attention of? Have you thought of a lumpy mail campaign?

14. WILL IT BLEND?

Getting people excited about Blenders of all things is a hard job to do. However *Blendtec* were an early YouTube success story, they knew people weren't interested in watching people pulverize their greens, but blending everything from iPads to Trainers is another story. They sold the benefits of their product by showing them in an entertaining way.

Almost 12 million people have watched our personal favourite... Will Glow Sticks Blend?

15. FREE BISCUITS

Office supplies can be a hard sell. The competition may be selling the exact same products, so you have to find a way to stand out in other ways.

Based in Yorkshire, TLC Office focus on customer service, and give free biscuits with every order of office supplies... a great hook for all their marketing communications, online and offline.

Do you have a 'hook' that differentiates your business?

16. FREE BEER

Business Space Solutions (BSS) stood out in the rented office space market when they introduced us to the Beer Fridge! A fridge full of beer and wine that we can help ourselves to at any time - with the intention of a friday afternoon meet up between offices to build a nice friendly community.

All things being equal, this put BSS ahead of the rest and clinched the deal for us.

What can you do to build a community for your clients? What can you do to have that little extra special something over your competition?

17. 007 COKE ADVENTURE

Coke Zero teamed up with the newest James Bond movie (at the time) *Skyfall* to put together this awesome YouTube video and customer experience event where you could act like James Bond for a couple minutes.

Watch the video here to understand more.

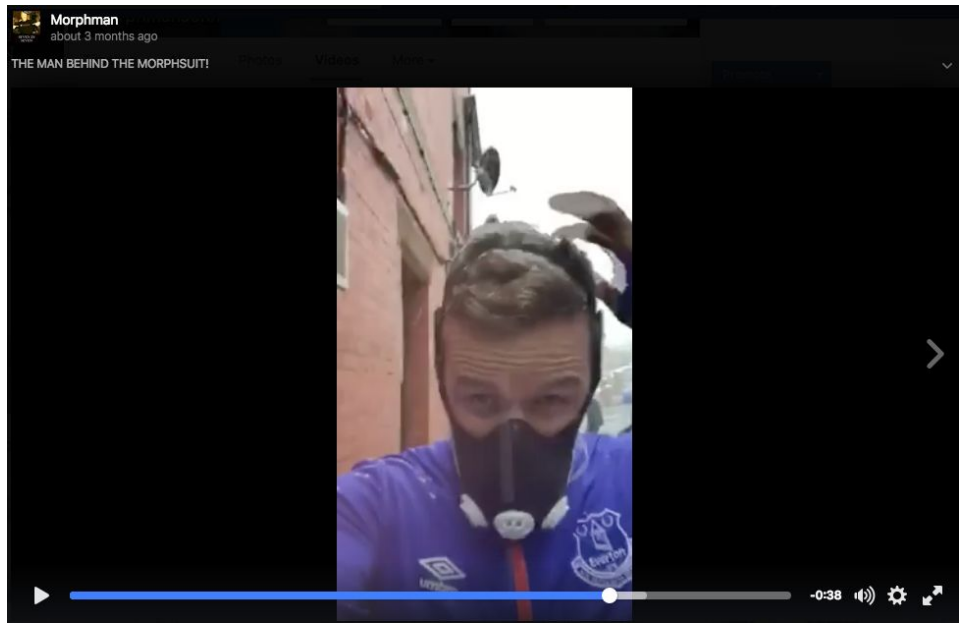
Is there something you can do to create more of an experience around your brand?

18. MORPHMAN

John AKA Morphman was running seven marathons in seven days in a morphsuit for charity. After months and months of trying to raise money, he had only made £20 from friends and family and his Facebook posts weren't getting any likes. We told him to make a raw video, something real, unedited and from the heart to show and explain the ordeal he was going through working 80hr shift at work then coming home to train.

Overnight this video went semi-viral on Facebook racking up tens of thousands of views, and bringing in over £1,600. The next day a media site picked this up and shared it too, making him another £1,000 for the charity.

What can you do to show the real you, and what you're trying to achieve?



19. #2 AND PROUD

When name.com were named the second best domain name provider by lifehacker readers (not the first!) they capitalised on it in a big way, creating this video that names all the other ‘seconds’ that are better than their ‘firsts’ including… The Godfather 2, Spok, 2 Turtle Doves and Second Base. Go watch it… it’s hilarious.

When you haven’t quite reached the top spot, have you ever just ignored it? Could you have done something else?

We hope they are OK with being #19 on our list! ;)

20. NERD FITNESS

If you have followed any marketers online, we don't need to preach the benefits of niching.

But Nerd Fitness niches in an awesome way. This is a fitness company that only works with NERDS. That's awesome. In an industry full of ridiculously attractive, toned, fit people, this website speaks to a different type of person.

Niche down into an area you are passionate about, and you'll create a brand people can really love.

SUMMARY

Hope you enjoyed those ideas, let us know on Twitter by sending us a message @andrewandpete!

For more help in getting creative, check out atomic, at:
www.andrewandpete.com/atomic

CREDITS

The companies included in this know how to market themselves.

Here's the links to their sites to check out more about them...

1. www.andrewandpete.com
2. www.marlboro.com
3. www.agentprovocateur.com
4. www.charmin.com
5. www.adele.com
6. www.manhuacha.com
7. www.andrewandpete.com
8. This one is a secret
9. www.socialmediaexaminer.com/smmworld
10. www.meetedgar.com
11. www.climbcreative.co.uk
12. www.ericandpeety.com
13. www.stressedguru.com
14. www.willitblend.com
15. www.tlc-office-supplies-yorkshire.co.uk
16. www.gateway.house
17. www.youtu.be/RDiZOnzajNU
18. www.morphman.co.uk
19. www.name.com
20. www.nerdfitness.com