



Permission Marketing: Turning Strangers into Friends and Friends into Customers

Seth Godin

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The man *Business Week* calls "the ultimate entrepreneur for the Information Age" explains "Permission Marketing"—the groundbreaking concept that enables marketers to shape their message so that consumers will willingly accept it.

Whether it is the TV commercial that breaks into our favorite program, or the telemarketing phone call that disrupts a family dinner, traditional advertising is based on the hope of snatching our attention away from whatever we are doing. Seth Godin calls this Interruption Marketing, and, as companies are discovering, it no longer works.

Instead of annoying potential customers by interrupting their most coveted commodity—time—*Permission Marketing* offers consumers incentives to accept advertising voluntarily. Now this Internet pioneer introduces a fundamentally different way of thinking about advertising products and services. By reaching out only to those individuals who have signaled an interest in learning more about a product, *Permission Marketing* enables companies to develop long-term relationships with customers, create trust, build brand awareness -- and greatly improve the chances of making a sale.

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