

VaynerX Presents: Marketing for the Now Episode 34

<https://silosolo.com/804963>

Summary

The episode discussed the impact of the show on viewers, with people starting marketing careers and implementing advice from the show. The main topic of the episode was community and its power in marketing. Suggestions were given for harnessing the power of community, including tapping into individual insights, understanding the problem that needs to be solved, and scaling the community while maintaining its localness. Big companies find it challenging to implement localized approaches due to the need to be close to the consumer and take a segmented approach. To build trust and create a community, big companies should address and solve problems that the community can rally around.

Silo sample questions

- What impact has the show had on people?
- What was the main topic of the episode?
- What suggestions were given for harnessing the power of community?
- What is the challenge for big companies in implementing localized approaches?
- How can big companies build trust to create a community?

Topics

community

impact

localized approaches

trust-building

problem-solving

Key Takeaways

- The show has inspired people to start marketing careers and has changed businesses by implementing advice from the show.
- The main topic of the episode was community and its power in marketing.
- To tap into individual insights, understand the problem that needs to be solved, and scale the community while maintaining its localness.
- Big companies find it hard to be close to the consumer and need to take a segmented approach in tapping into communities.
- Big companies can build trust by addressing and solving problems that the community can rally around.

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