

## **Trafficology Platinum Tip of the Month**

### **“Using the Power of Tribes to Create Traffic & Sales”**

Understanding the concept of “Tribes” is important in marketing to the affluent. While tribes have been part of the human experience for thousands of years, the term has taken on new relevance in modern marketing. Popularized by best-selling author Seth Godin, “Tribes” provides a useful structure for understanding the spread of ideas and gives a guide for tapping into groups of like-minded individuals.

It’s no accident that people are drawn to be part of a tribe. Early on, being a member of a group meant the difference between facing the dangers of life alone or having help. Outside of a tribe, survival was questionable. As a result of this evolutionary force, humans naturally desire connection with a group – and that desire shows up in our lives in the form of three kinds of tribes: work, community, and spiritual.

With the fundamental changes of our developing world, and especially the Internet, and the fact that society is so mobile means there are far more tribes today than ever before. There are tribes of people who’ve never met who play Scrabble together all day. There are small religious tribes. There are tribes of people within work. There are giant tribes. Then there are tiny tribes. There are loud ones and quiet ones. There are tribes that make change and tribes that resist it.

What they all have in common is a culture, a way of talking to each other or ideas that they all connect to, and they’re going somewhere. That often means they have a leader. It’s this shared interest that distinguishes a tribe from a crowd which is what most marketers talk to. Crowds are just groups of people that happen to be accessible.

Where the idea of tribes intersects with Internet marketing is along the lines of creating a movement, spurring change, and stepping into leadership. Many online marketers are content to make a quick dollar as anonymous beings pulling strings behind a curtain. That’s not a business model that scales – it’s doomed to ultimate failure.

Where online marketing becomes a passion-driven vehicle for change is when it’s used to find and spread ideas connected to treating people with respect. That kind of online marketing is not about interrupting strangers, but earning permission to talk to friends, then assembling those friends into groups to spread ideas farther and faster than ever before.

Tribe is creating a movement of people who believe in a certain philosophy or finding those people and then leading them where they want to go. Rather than starting from scratch and persuading every single person the direction you’re going in is important, tribe leaders understand there are lots of people who want to go in a direction and what they’re waiting for is someone like you to show up and lead them there.

One of the primary jobs of the tribe leader is not necessarily to give speeches and hand

down rules; instead it's to provide the tools that enable communities to communicate amongst themselves, with the tribe leader, and to outsiders. It's this sense of belonging and connection that satisfies a real human need. We want to be noticed, to be missed, to be connected.

Looking at blogging as an example, a blog ends up being successful when the readers want to connect with each other, or to go where the blogger points them to, or to try a new product because others in the tribe were talking about it. If you as a marketer can persuade the leader of that blog that you are good for the tribe and she chooses to talk about you, then real marketing takes place.

Marketers who succeed in creating tribes that benefit everyone are the ones who trust themselves enough to have an original idea, or to actually stand up for an idea. They create and publicize a manifesto, proclaiming this idea to anyone who resonates with it. Tribe leaders stick with this manifesto even when other marketers are racing on to the next flashy idea or trend.

Leaders like this live a life where the first thing they do when they wake up in the morning is ask, "What does my tribe need from me today?" The second question they ask themselves is, "How can I help my tribe be even more evangelical about spreading this idea because it deserves to spread? It doesn't deserve to spread because I need to make money, it deserves to spread because it's a good idea, and it's a good idea that will help people when they hear it. Maybe it'll help make more money. Maybe it will help them make the world a better place. Maybe it will help them get out of poverty. I don't know, but it will help them."

In marketing to the affluent, you have a whole new set of potential tribes you can join or create. It's all about connecting in a way that benefits everyone involved – not a way to make a quick buck. It's a way to leverage your own leadership qualities because you've got the guts and the thoughtfulness to consider the fact you have a change to make in the world. The world deserves to have you spend your time and passion to do it.

A handwritten signature in black ink that says "Enjoy!" with a flourish underneath that loops around the word "enjoy".

*PS: Got tips, ideas or question for me or any of the world's best web marketers, let me know right now at: <http://www.Trafficology.com/tips>*