



size 10<sup>1</sup>/<sub>2</sub> boots

## Permission vs. interruptive marketing

"The secret of business is to know something that nobody else knows"  
**Aristotle Onassis, The Economist, 1991**

Marketing activity can be divided into two types: interruptive and permission based.

An interruptive approach is where information is presented to target groups unsolicited.

Permission marketing is where a dialogue is initiated by the target after a more discrete interruption. Permission marketing is the most effective approach to win new business and make prospects buy from you.

Seth Godin elaborates on this concept in his excellent book titled, "**Permission Marketing**".

The table below shows the two distinct types of approach.

### Interruptive Techniques

- ❑ Cold calling, e.g. telemarketing
- ❑ Advertising
- ❑ Direct Marketing

### Permission Techniques

- ❑ Online Marketing
- ❑ Cross-sell / Up-sell
- ❑ Press
- ❑ Conferences & Events
- ❑ Seminars
- ❑ Hospitality

The table below highlights some differences between interruptive and permission techniques:

### Characteristics of Interruptive Techniques      Characteristics of Permission Techniques

- |   |   |
|---|---|
| ❑ Low awareness of initiative                                 | ❑ High awareness of initiative                                |
| ❑ Recipient of message is negative about unsolicited approach | ❑ Recipient of message is positive about requested approach   |
| ❑ Target does not know communication is being sent            | ❑ Target anticipates communication                            |
| ❑ One way, one hit, big bang – 'one night stand'              | ❑ A relationship based on two way dialogue and mutual benefit |
| ❑ Old school  | ❑ New way of thinking   |
| ❑ Scattergun  | ❑ Targeted  |
| ❑ Low return on investment                                    | ❑ High return on investment                                   |
| ❑ Impersonal  | ❑ Personal  |
| ❑ Spam  | ❑ Welcomed  |

32a stoney street  
lace market  
nottingham  
ng1 1ll

t: 0115 924 7108  
m: 0777 189 7772  
f: 0115 924 7101

e: [bernard@tenandahalf.co.uk](mailto:bernard@tenandahalf.co.uk)  
[www.tenandahalf.co.uk](http://www.tenandahalf.co.uk)

Company Registration: 5341808    VAT No: 857 0784 90