

## Connect the ICSF Sessions: Overcoming marketing delusions with Bob Hoffman

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**Marketing real estate has never been easy, but when channels and consumers changed rapidly**, it became a significantly bigger challenge for every company. **Bob Hoffman**, Chief Aggravation Officer at Type A Group, thinks that there is a gap between how marketers think and how consumers behave ... and you don't need to be a marketer to understand why that might be a big problem.

Hoffman is going to conduct a “reality check on what we've been told about advertising and marketing for the past 10 to 15 years,” he said, and he'll be doing it on stage at [CMO Connect](#), and exclusive invitation-only event during Inman Connect San Francisco, on Tuesday July 17 at the Hilton San Francisco Union Square.

If you are interested in attending this exclusive event, [please email us for an invitation](#).



Marketers today are under the mistaken belief that consumers want to join a conversation about their brand and be personally engaged with their brand, Hoffman believes. **“The value of brand is unquestionable,”** he explained. “The problem is that creating a successful brand and having a valuable brand is very important to marketers — but consumers don't care much about brands, and we ascribe all this ‘brand love’ to consumers.”

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Here's the thing: Clients don't want you to complicate a process that doesn't really need complicated. "The client wants things kept simple, wants their hand held through the process, wants to trust and believe in the person they're dealing with," Hoffman noted. "And it doesn't take much to lose the confidence of a client."

There are two more delusions that Hoffman thinks modern marketers tend to believe. He'll cover all three of them on stage at a special session for real estate marketers at [CMO Connect](#), Tuesday July 17 at Inman Connect San Francisco.

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