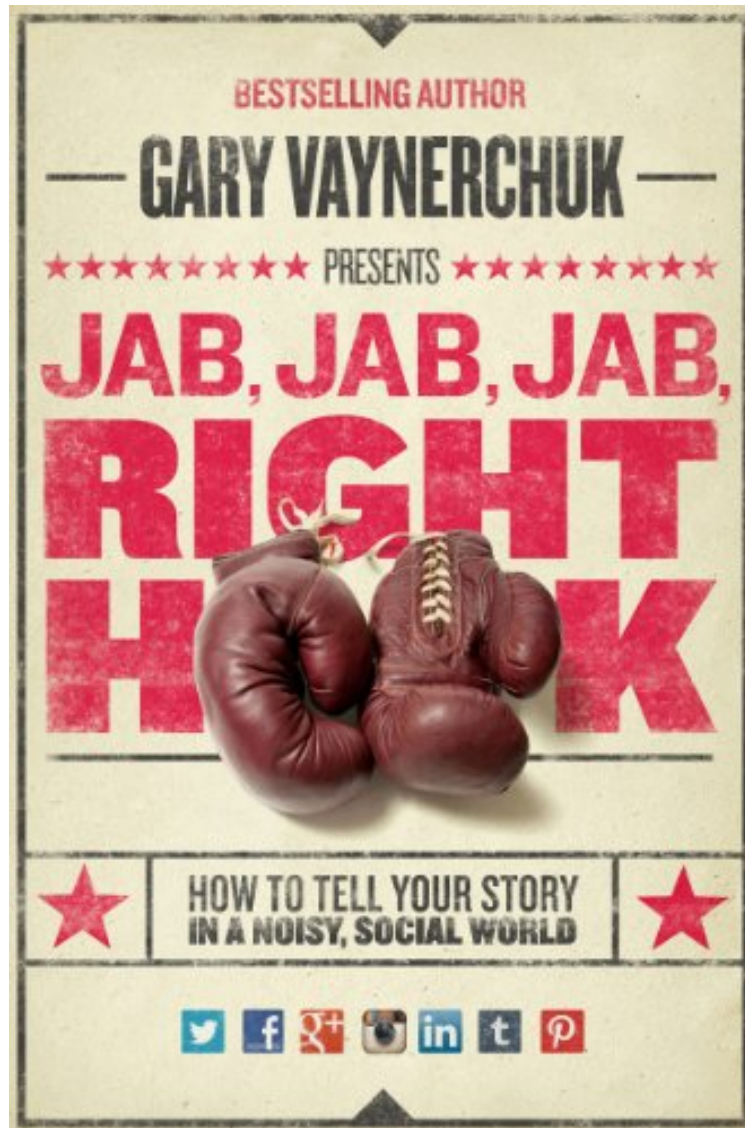


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Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World

Gary Vaynerchuk

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Gary Vaynerchuk : Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World before purchasing it in order to gauge whether or not it would be worth my time, and all praised Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World:

1 of 1 people found the following review helpful. Are you in social media? Read this. By Carolina Ordonez I truly enjoyed reading Gary's last book. This is the first one I read from the 3 he got. I've read a bunch of books on social media and this is the best I've read so far. My 5 take aways: 1) We must do social media in a way that doesn't disturb

the flow of each platform. Pay attention to trends, analytics what your potential followers/fans/customers want, what are they already discussing? and Join the discussions!2) Each platform got its own language and best way to communicate, and we need to learn it properly.3) Social media is 24/7. Period.4) Give, give, give, give and give some more, How? as micro-content while cultivating relationships... when that is solid, then ask for something. Never before. And then keep giving, and giving.I'm really social and good at making friends, but I wasn't bringing all of those skills to my social media platforms, I'll do so now. Thanks a lot Gary!!5) Every social media platform is changing faster than we think, keep yourself updated. See what works and what doesn't, and use the new changes on your favor.0 of 0 people found the following review helpful. Social media, the way Ogilvy might have written about itBy MGIf you need a good book that summarizes the social media platforms for your business; a book that gives you the latest best practices ndash; what to do and not do ndash; then this is the book for you. It is entertaining, easy to read, and doesn't mince words. BusinessWeek selected the author as one of the top 20 people every entrepreneur should follow.The title is a boxing analogy: the jabs are the engaging posts you do that set the stage for the right hook ndash; the sales pitch, the call to action.Vaynerchuk profiles five platforms in chapters: Facebook, Twitter, Pinterest, Instagram, and Tumblr, in that order. He also has a sixth chapter that briefly discusses others: LinkedIn, Google+, Vine, and Snapchat. He makes it easy to comprehend the culture of each, and how best to use each. For example, Tumblr is about cool animated GIFs; in using Twitter, think "DJing the news." At the end of each chapter, he gives you real-world examples ndash; the good, the bad, and the ugly.Social media is always evolving and changing ndash; it was changing as this book was being written, as Vaynerchuk discusses. Some of the info you learn will undoubtedly be obsolete in the near future (this review was written in Jan 2014), but even then I think this book will give you a good nimble perspective.The book doesn't mention all the social media platforms. He seems to be primarily interested in "micro-content" sites and not long-form content, like YouTube (even though that's where Vaynerchuk got his start, giving wine reviews).One more thing: the book itself is beautiful, like a coffee table book ndash; attractive cover, glossy pages. It is old-school publishing. Part of you might wonder why an author like him would go through the traditional gatekeepers, when his field is about breaking away from such "one-way media," but it's still nice to look at in any case.The book, especially with the real-world examples, kinda reminded me of "Ogilvy on Advertising", although obviously not as timeless, considering the rapid-fire changes in the industry. Vaynerchuk even jokes about this when he says that Don Draper "lived in an easy world where nothing changed for 30 years."0 of 0 people found the following review helpful. Pretty good but slightly thin in valuable contentBy Gerry CramerI enjoyed the book. It was a speedy read and on a subject that is very relevant and interesting. It was written in a way that was easy to absorb and doesn't put you to sleep. I usually have a tough time finishing books but this one I finished up during a plane flight with relative ease.If you're new to social media marketing, you'll probably find Gary's book to be pretty insightful and you'll walk away with a much better understanding of the thought process behind the modern social media "consumer". You will gain a good eye for what "works" and what doesn't. And, you'll have a strong (albeit basic) understanding of the subject.That said, if you are looking for real, actionable marketing tips or guides or even any technical or strategy revelations.... those are not to be found in this book. It's very basic and intended for people just getting started. Although it's a nice beginners course on the mindset of successful ads, it doesn't tell you how to actually do anything, technically.But, all in all, I recommend it if you're just getting started or want to get the view point of a very intelligent, experience online marketer. I would also suggest looking up Gary on Youtube. I saw a video of a keynote speech he did on this subject that was actually shorter and probably more impactful than this book was. Gary is a very good and effective speaker on the subject. Probably a better speaker than writer IMO.Good luck and good reads!

New York Times bestselling author and social media expert Gary Vaynerchuk shares hard-won advice on how to connect with customers and beat the competition. A mash-up of the best elements of *Crush It!* and *The Thank You Economy* with a fresh spin, *Jab, Jab, Jab, Right Hook* is a blueprint to social media marketing strategies that really works. When managers and marketers outline their social media strategies, they plan for the "right hook"ndash;their next sale or campaign that's going to knock out the competition. Even companies committed to jabbingndash;patiently engaging with customers to build the relationships crucial to successful social media campaignsndash;want to land the punch that will take down their opponent or their customers' resistance in one blow. Right hooks convert traffic to sales and easily show results. Except when they don't.Thanks to massive change and proliferation in social media platforms, the winning combination of jabs and right hooks is different now. Vaynerchuk shows that while communication is still key, context matters more than ever. It's not just about developing high-quality content, but developing high-quality content perfectly adapted to specific social media platforms and mobile devicesndash;content tailor-made for Facebook, Instagram, Pinterest, Twitter, and Tumblr.

From the Back CoverNew York Times bestselling author and social media expert Gary Vaynerchuk shares hard-won advice on how to connect with customers and beat the competition.When managers, marketers, and small business

owners outline their social media strategies, they plan for the "right hook"—their next campaign that will produce profits. Even companies committed to "jabbing"—creating content for consumers and engaging with customers to build relationships—still desperately want to land the powerful, bruising swing that will knock out their opponents or their customers' resistance in one tooth-shattering, killer blow. Right hooks, after all, convert traffic to sales. They easily show results and return on investment. Except when they don't. In the same passionate, streetwise style his readers have come to expect, Vaynerchuk is on a mission to strengthen marketers' right hooks by changing the way they fight to make their consumers happy, and ultimately to compete. Thanks to the massive change in and proliferation of social media platforms in the last four years, the winning combination of jabs and right hooks is different now. Communication is still key, but context matters more than ever. It's not just about developing high-quality content; it's also about developing high-quality content that's perfectly adapted to specific social media platforms and mobile devices. It's about truly engaging with customers, not by shouting at them over social media but by using new narrative forms particular to each different media platform—especially, though not exclusively, Facebook, Instagram, Pinterest, Twitter, and Tumblr. *Jab, Jab, Jab, Right Hook* is a blueprint to social media marketing strategies that really work. About the Author Gary Vaynerchuk has captured attention with his pioneering, multifaceted approach to personal branding and business. After primarily utilizing traditional advertising techniques to build his family's local retail wine business into a national industry leader, Gary rapidly leveraged social media tools such as Twitter and Facebook to promote Wine Library TV, his video blog about wine. Gary has always had an early-to-market approach, launching Wine Library's retail website in 1997 and Wine Library TV in February of 2006. His lessons on social media, passion, transparency, and reactionary business are not to be missed!