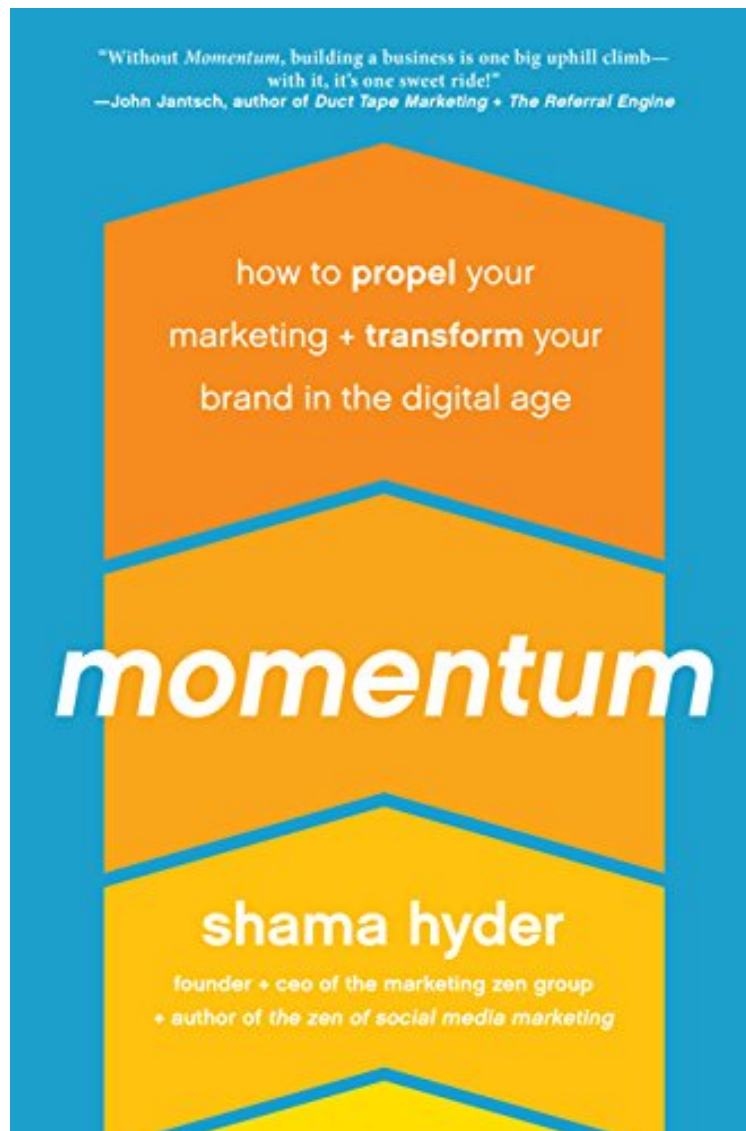


(Download free pdf) Momentum: How to Propel Your Marketing and Transform Your Brand in the Digital Age

Momentum: How to Propel Your Marketing and Transform Your Brand in the Digital Age

Shama Hyder

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Shama Hyder : Momentum: How to Propel Your Marketing and Transform Your Brand in the Digital Age
before purchasing it in order to gauge whether or not it would be worth my time, and all praised Momentum: How to Propel Your Marketing and Transform Your Brand in the Digital Age:

4 of 5 people found the following review helpful. Refreshingly Informative PracticalBy FranciscoMomentum is easily the best marketing book I have read in years (I read ~24 marketing books/year). I say this because the book is both

informative and practical, something I think is sorely missing in marketing/branding book arena. I often find myself reading a solid marketing book that tells a branding story but had no practical tactics on how one can apply them to their business, or vice versa. Momentum is constructed in such a way the reader can understand and apply the concepts presented, and then go back and reference with ease because of the book's formatting (I have multiple times). I noticed and appreciated the 5 principles of Momentum (agility through analytics, customer focus, integration, content curation, cross pollination) were each presented in a precise format:~ ExplanationWhere the concept of the principle was colorfully presented and explained~ Principle in action~ Next levelHow the principle can be amplified (example: Agility to Growth Hacking).~ ImplementationHow the reader can implement the principle~ Best tools practical tips for implementation~ Examples of companies getting it right~ Takeaway highlights of the main points of the chapter (love this)The above-mentioned format is what I believe is the secret of the book's remarkability. To be completely honest, it was hard to imagine how Shama was going to follow up The Zen of Social Media Marketing (my go-to social media strategy book), but she did, with a vengeance :) If you have any interest in digital marketing, brand building, or getting ahead with content marketing, I give this book my highest recommendation. 2 of 3 people found the following review helpful. A Worthwhile Read Promoting Actionable ChangeBy Doug P. In the past, traditional means of marketing (i.e. billboards, commercials, radio, etc) were once primary tools sought to help develop and grow a business. While these mediums have all been proven effective, that is only until the next wave of innovation comes through... and that's where Momentum kicks in. As we move towards a world more and more driven by big data, how do we effectively embrace the digital marketplace in order to maintain relevance? Momentum presents a clear guide aimed at delivering marketing success. In less than a month after finishing this book, its principles have already been integrated as a significant guiding factor in my next project. I've taken it as a breath of inspiration in part due to the solid content within and having much respect for the author. Shama is an extremely talented visionary and leader who has followed her passion in life and continues to make a meaningful impact in the world through her work. If you have the chance to read this book, all I can say is don't miss the out! #marketade2 of 3 people found the following review helpful. Learn These Five Principles For Success!By Mitch JacksonI'm not a marketing expert, but I have been a successful entrepreneur for more than thirty years. The only constants in business that I've personally observed are change and the importance of having quality relationships. In her new book Momentum, Shama Hyder shares five essential principles to building your business and relationships, in the exponentially fast-changing digital age. If you want to leverage the new platforms to expand your sphere of influence, help more people and generate higher profits, get Momentum and start incorporating these five principles into your business routine. Not only will you be glad that you did, but your clients and customers will be happy too! — Mitch Jackson (2013 California Litigation Lawyer of the Year)

Searching for clarity amidst the chaos of digital marketing plus better ROI? Today's online ecosystem can be summed up in one word: overwhelming. With new social media platforms popping up all the time and new technologies disrupting even the most reliable marketing strategies, business and nonprofit leaders and marketers are faced with the challenge of getting ahead in an environment that makes it seem impossible to keep up. Momentum: How to Propel Your Marketing and Transform Your Brand in the Digital Age will help you figure out what's important and what can safely be set aside. No matter your industry, if you want to gain momentum for your marketing efforts along with the just rewards Momentum is the resource you've been waiting for. Based on her experience as CEO of The Marketing Zen Group and her work with clients ranging from small businesses to Fortune 500 companies, Shama Hyder cuts through the complexity and explains the five essential principles required to develop a successful marketing plan that will withstand the digital world's constant changes and result in real ROI: agility through analytics, customer focus, integration, content curation, cross-pollination. Momentum will not only demystify the marketing landscape, but also show you how to spot opportunities to grow your organization and brand more easily and with more consistent results than you may have thought possible. Whether you're a young business or an established company, Momentum will teach you how to thrive.

Without Momentum, building a business is one big uphill climb with it, it's one sweet ride! John Jantsch, author of Duct Tape Marketing and The Referral Engine Today's marketers and business leaders need to learn how to get in sync with their customers and anticipate their constantly shifting needs. That's a challenging task, but reading Momentum will speed you through the learning curve. Tom Davis, CMO of Forbes Media If you want to harness the true power of marketing in the digital age for your business, read this book. Dorie Clark, author of Stand Out and Reinventing You and adjunct professor at Duke University's Fuqua School of Business Want to build a likeable brand that attracts customers and stands out? If so, you need Momentum. Actionable and easy to digest, this book helps you unlock the code for marketing success in the Digital Age. Dave Kerpen, New York Times bestselling author of Likeable Social Media Timely and on target, Momentum shows you precisely how to use today's modern marketing to outflank your competition. Great examples throughout and highly recommended! Jay Baer, president of Convince Convert and New York Times bestselling author of Youtility

Momentum offers a blueprint for transformation that can help any marketer flourish in the digital world. This is the best marketing book I've read in years." Charles Marsh, Oscar Stauffer Professor of Journalism and Mass Communications at the University of Kansas Businesses now compete in an era of digital Darwinism. We know how evolution works. You thrive or you don't. Shama will help you understand not only what's different, but what to do about it, and how to get better results." Brian Solis, Brian Solis, leading digital analyst, futurist, author of X: The Experience When Business Meets Design With Momentum, any business leader can learn to artfully transition a traditional marketing strategy into an agile, integrated and customer-focused operation that draws in and engages consumers." Gloria Larson, President at Bentley University In a market where disruption is the norm, even the smartest leaders are unsure how to adjust their marketing plan to meet tomorrow's demands. Momentum shows you how to create a sustainable plan that allows you to attract more customers and profits, no matter what may come your way." Charlene Li, author of The Engaged Leader and Open Leadership, coauthor of Groundswell, and principal analyst at Altimeter, a Prophet Company