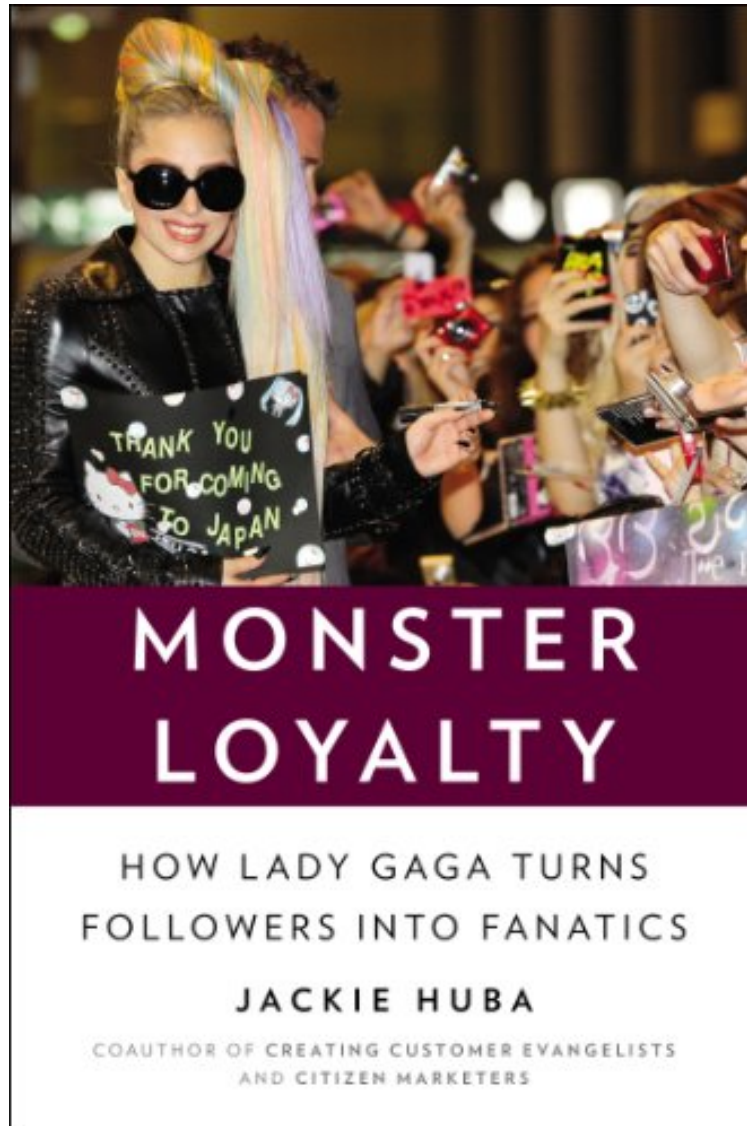


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Monster Loyalty: How Lady Gaga Turns Followers into Fanatics

Jackie Huba

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Jackie Huba : Monster Loyalty: How Lady Gaga Turns Followers into Fanatics before purchasing it in order to gage whether or not it would be worth my time, and all praised Monster Loyalty: How Lady Gaga Turns Followers into Fanatics:

1 of 1 people found the following review helpful. Good marketing promotional info for everyone, not just aspiring pop star
By Nicole Chardenet Thought this was a very good analysis of how Lady Gaga has become such a huge success. Love her or hate her (and, as one who's far outside her age demographic, I don't have much of an opinion of her as a performer) she is one helluva marketer and promoter. It amazes me how she has time to do everything she does, between tweeting her own tweets and reaching out to fans. She certainly has incredible loyalty among the LGBTQ

community, among others. While we can't all be Lady Gaga, and in fact most of us are *not* aspiring pop stars, this book still has a lot of useful wisdom on how to market yourself and your brand and in particular how to make your customers feel special. If Lady Gaga can manage to make her several million rabid fans feel special, very few others can argue they don't have the time for it. In particular, her focus on the "1%ers," or "little monsters" is where she finds her success. So there's your answer...you need to focus most of your efforts on your most rabid fans, and the rest of them will follow.

2 of 2 people found the following review helpful. Market like Mother Monster
By Jade Craven
I was initially disappointed when reading the first chapter. It felt like basic marketing principles were applied to the brand of a pop culture icon. It quickly got good though - really good!

Primarily, the book covers the basics of word of mouth. The concepts are simple and easily applicable. It was so useful to help start a brainstorming session on word of mouth. I read a lot of marketing books, especially around word of mouth. Many are targeted at strategists and those at the top of their marketing career. This book is relevant for most people and brands. You will have to do work to figure out how to apply the principles to your business. You don't get a framework as such, just the foundations for you to build your strategy upon.

Relating these marketing ideas to Lady Gaga was an awesome move. Everyone can relate to how Gaga engages her little monsters. It's a lot easier to visualize than bland business case studies. I think a lot of business students and solo business owners would get a lot out of Monster Loyalty.

0 of 0 people found the following review helpful. The online marketers Bible.
By James Clark ISR
Awesome. Our marketing bible at ISR Entertainment Network. Go see Ms. Jackie Huba in person if you get an opportunity. She is so charismatic and concise as a public speaker. It is a pleasure to hear her speak. She is a fountain of information for all marketers, especially in our fast changing digital landscape. This tome is a foundational reference guide and a must have book for all serious digital entrepreneurs. I give it 5 stars. Can't praise her work in this book enough. "Monster Loyalty." Well Ms. Huba, you certainly have mine. Very well done. Oh, and not just for you Lady Gaga fans. This book is actually more about successful marketing strategy using Gaga as merely a perfect example. Gaga's management team's techniques for building a rabid fan base and millions of online social media followers, are reviewed and analyzed by an experienced marketing professional; Jackie Huba. My highest recommendation.

Famous for her avant-garde outfits, over-the-top performances, and addictive dance beats, Lady Gaga is one of the most successful pop musicians of all time. But behind her showmanship lies another achievement: her wildly successful strategy for attracting and keeping insanely loyal fans. She's one of the most popular social media voices in the world with more than 33 million Twitter followers and 55 million Facebook fans. And she got there by methodically building a grassroots base of what she calls her "Little Monsters" - passionate fans who look to her not just for music but also for joy, inspiration, and a sense of community.

From the Hardcover edition.

"A thought-provoking, well-executed look at one of the biggest music sensations of this generation."mdash;Publishers Weekly
ldquo;The juxtaposition of Lady Gaga's outrageous antics with Jackie's useful, detailed, and actionable insights make for a breakthrough. This is a business book for fans and nonfans alikemdash;for anyone who wants to build something and make a difference.rdquo;mdash;SETH GODIN, author of The Icarus Deception
nbsp;ldquo;Outstanding! Jackie Huba incisively outlines how Lady Gaga cares for and nurtures the
lsquo;monsters,rsquo; her most ardent and loyal fans, and shows how any brand can use her principles as a guide to developing their own long-term advocates.rdquo;mdash;DAVID WITT, director, global digital marketing and brand PR, The Hershey Company
nbsp;ldquo;Chances are you won't put on a meat dress after reading this but you will be inspired to create your own loyal following of little monsters. Lady Gaga's marketing genius has always inspired me, but thanks to Jackie Huba, I now understand how to apply her lessons to my brand.rdquo;mdash;ERIC RYAN, cofounder of Method and coauthor of The Method Method
nbsp;ldquo;Marketers may wonder what their soap, car, or computer has to do with a celebrated pop star. The answer is everything. Jackie Huba spells out the lessons from Lady Gaga we ought to be applying today in order to build advocacy for our own brands.rdquo;mdash;JOHN BELL, global managing director, Social@Ogilvy
nbsp;ldquo;Huba artfully mixes some of the biggest trends in marketing with the lessons that Lady Gaga has embodied throughout her meteoric rise. The result is a monster of a book that will teach marketers in every field how to build legions of devoted followers.rdquo;mdash;STEVE RUBEL, EVP/global insights and strategy, Edelman
nbsp;ldquo;Jackie Huba has played a monster role in orienting so many of us to the critical concepts of evangelism and fan passion. This book brings it all to the surface withmdash;dare I saymdash;Gaga impact and intensity.rdquo;mdash;PETE BLACKSHAW, global head of digital and social media, Nestle, and author of Satisfied Customers Tell Three Friends, Angry Customers Tell 3000
About the Author
Jackie Huba is the author of the book, Monster Loyalty: How Lady Gaga Turns Followers into Fanatics. She is also the coauthor of two previous books on customer loyalty: Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force and Citizen Marketers: When People are the Message. Jackie is also a Forbes.com contributor, writing about customer loyalty and word of mouth marketing. A sought-after keynote speaker, her work has frequently been featured in the media, such as the Wall Street Journal, the New York Times, BusinessWeek, and Advertising Age. She is an 11-year veteran of IBM and resides in Austin,

Texas.