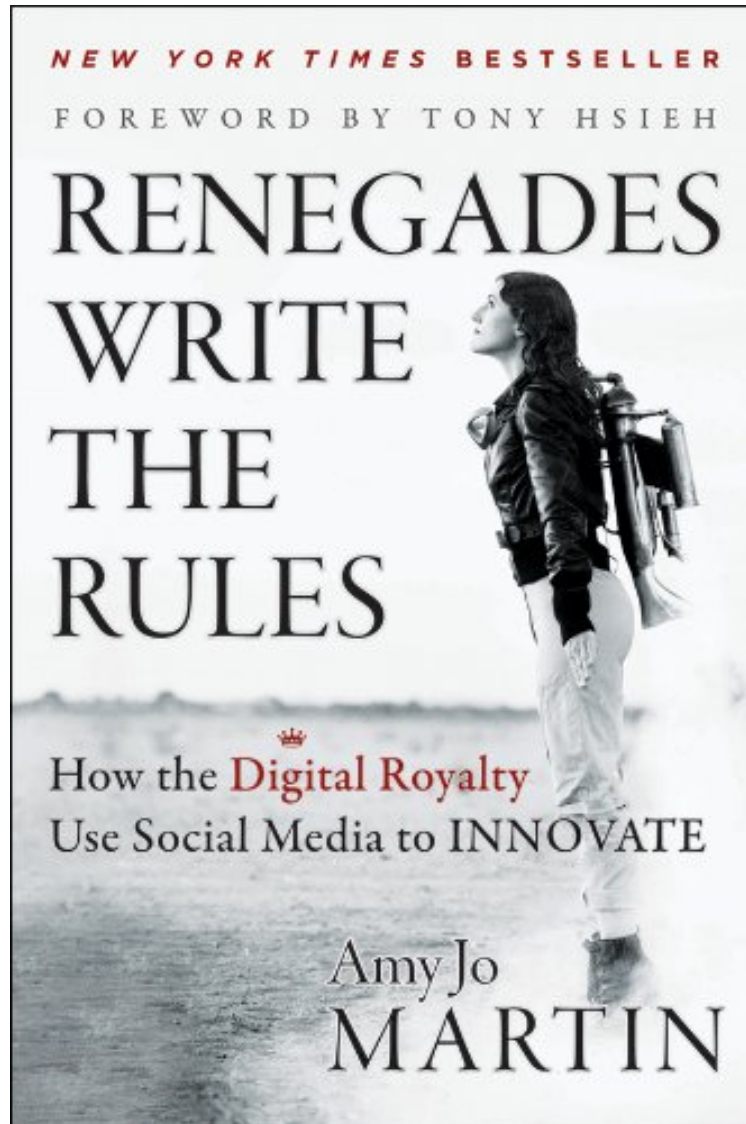


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Renegades Write the Rules: How the Digital Royalty Use Social Media to Innovate

Amy Jo Martin

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Amy Jo Martin : Renegades Write the Rules: How the Digital Royalty Use Social Media to Innovate before purchasing it in order to gauge whether or not it would be worth my time, and all praised Renegades Write the Rules: How the Digital Royalty Use Social Media to Innovate:

0 of 0 people found the following review helpful. Insightful and InspiringBy CustomerIn April 2016 I read a thought leadership article that discussed how it took the world 25 years to understand electricity, and how to leverage it for growth, innovation and opportunity. The article then spoke to how we are currently in the same space with digital and

social media. Amy Jo Martin and Digital Royalty are the exception. Not only did they immediately grasp the power of digital platforms, they also pioneered how brands / people / products could leverage social media environments, and more importantly, how social and digital environments could shape brands / people / products. It's an absolute must read for entrepreneurs to CEOs and everyone in between. It's as relevant today, if not more, than when it was written in 2012, can't recommend enough.0 of 0 people found the following review helpful. From one renegade to another, I was hookedBy cksymeAmy Jo Martin's book was not an epiphany for me, it was a confirmation. I have a social media agency that also does crisis communications and social media training and have long been trying to fit my style of leading into the current social media strategy mold: this is how you get more followers, this is where you should be (Facebook, Twitter, Instagram), etc. This book helped me realize that my foundation was correct--I know how to write implement marketing plans based on measurable goals, I know how to measure, I know that people connect with people, not logos. Amy's book helped me to realize that my instincts were right, and to go ahead and embrace the innovative side of marketing. Don't get me wrong, this book is loaded with high end practical social media marketing advice, but it won't excite everyone. If you're a follower, or always wanting to do the safe (same) thing, you probably won't get it. But if you feel you are a bit of a renegade and believe that failing fast leads to bigger success, this book is for you. An inspiration for renegades everywhere.0 of 0 people found the following review helpful. Very HelpfulBy Carolyn M. AppletonI wanted to share with visitors my review via the "I'm Reading" (Facebook app). "It's a risky thing to embrace social media, but the truth is that nothing worth doing is without risk." For those still sitting on the fence when it comes to using social media, you will enjoy and profit from Amy Jo Martin's book. An insightful comparison: "A home with hundred-year-old heart pine flooring is more ... valuable than one with laminate the value of social media is in the bumps, nicks and bruises that give your brand its unique humanity." Numerous examples of successful social media campaigns (with a focus on sports, but not exclusively), are provided; I found them eye-opening. I come to social media from a nonprofit perspective, and recently spoke at a conference full of skeptics. This book is refreshing with many lessons to be learned from real life. To whit, "Ultimately, people don't buy what you do; they buy why you do it."

Learn the rules to building loyal (and lucrative) digital followings Renegades Write the Rules reveals the innovative strategies behind the social media success of today's top celebrities, brands, and sports icons, and how you can follow their lead. Author Amy Jo Martin is the founder of Digital Royalty and the woman who pioneered how professional sports integrate social media. In this book she shows how to build a faithful following and beat the competition clamoring for people's attention by continually delivering value - when, where, and how people want it. People want to be heard, to be involved, to be entertained, to be adventurous, to be informed. Reveals the winning strategies for using social media to achieve dramatic results Shows how to gain influence with social media that requires an unprecedented (and potentially uncomfortable) level of accessibility and ongoing affinity Filled with illustrative examples of social media successes (including Dwayne 'The Rock' Johnson, Shaquille O'Neal, and Nike) that show how humanizing a brand through social media leads to monetization Explores how Amy Jo Martin and other successful entrepreneurs are becoming renegades by using social media to innovate their personal and professional lives The book reveals one of the basic rules of digital media success: Humans connect with humans, not logos and creative taglines.