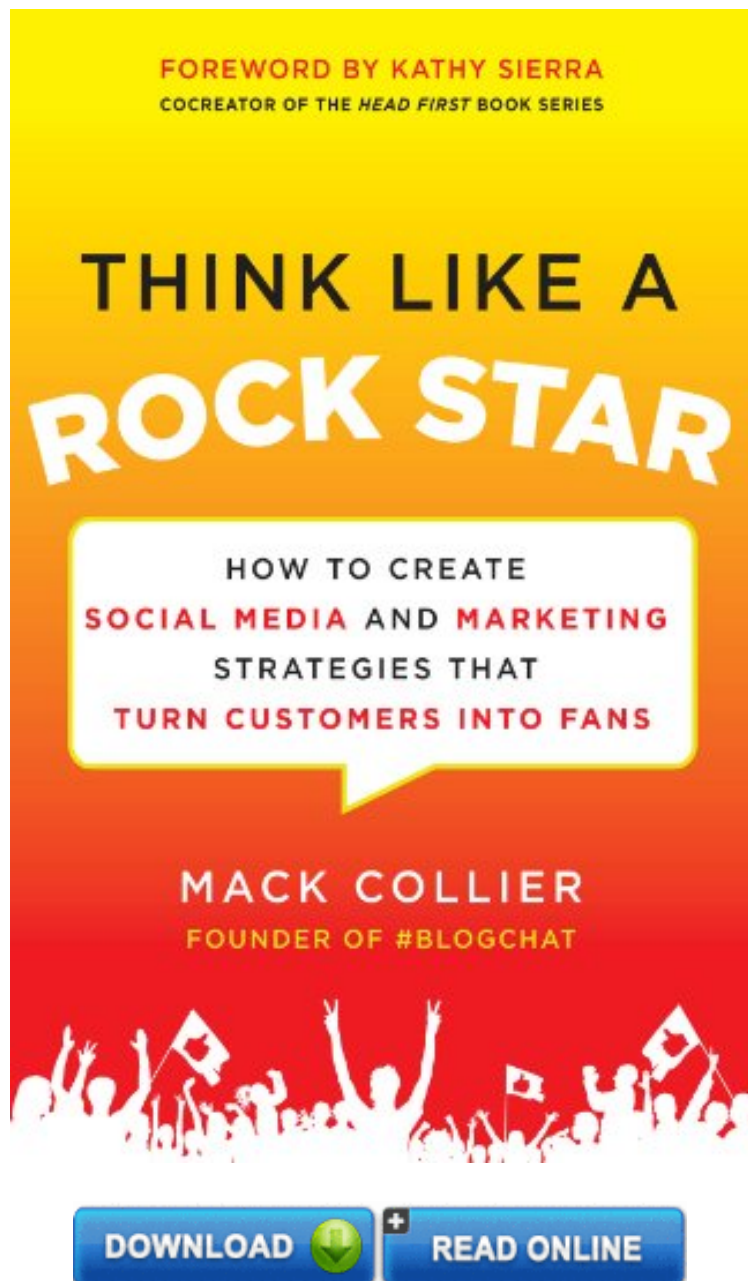


(Download) Think Like a Rock Star: How to Create Social Media and Marketing Strategies that Turn Customers into Fans, with a foreword by Kathy Sierra (Business Books)

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Mack Collier

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Mack Collier : Think Like a Rock Star: How to Create Social Media and Marketing Strategies that Turn Customers into Fans, with a foreword by Kathy Sierra (Business Books) before purchasing it in order to gage whether or not it would be worth my time, and all praised Think Like a Rock Star: How to Create Social Media and

Marketing Strategies that Turn Customers into Fans, with a foreword by Kathy Sierra (Business Books):

2 of 2 people found the following review helpful. "Think Like a Rock Star" (certainly got my attention) It included ...By Valentina Escobar-Gonzalez If you've done Social Media for yourself or as a business you know sometimes you need some motivation to keep posting. You might not see immediate results or you might just get tired that you're not seeing any response from your fans. Maybe it's your content? As a social media consultant, I'm more of a motivational coach when I met with my clients about their current social strategies. I push them with content ideas but sometimes, need a little nudge myself to post my own materials online. (The title of this book: "Think Like a Rock Star" certainly got my attention) It included great Case Studies, Practical Tips, and encouragement to "Think like a Rock Star" for your marketing campaigns! :) 3 of 3 people found the following review helpful. Brilliant! By Greg I work in the music business, and a large percentage of my clients are actual Rock Stars. Grammy winning Rock Stars. To be honest most of them don't get Twitter, Facebook or social media in general. But what they do get is how to engage their fans and keep them engaged. What Collier does in this book is take these skills that Rock Stars have used organically to build their fan base throughout history, and applied them to social media brilliantly. Collier has written a step by step guide, using stories of how Rock Stars engage their fans. Teaching us how we can learn from these Rock Stars and how companies regardless of their size can do the same. Think Like A Rock Star by Mack Collier is the "how to" book that shows businesses why they should truly engage their customers and turn them into fans. I am making Think Like A Rock Star a must read for all of my clients. Great job! 0 of 0 people found the following review helpful. Social media can rock this shows how! By Janice Person As a social media professional, I have read quite a few books on social media practice and theories and found this one is different. So different in fact that I have repeatedly recommended it to friends and colleagues. In "Think Like a Rock Star," Mack Collier showcases customer relationships and the use of social media in a uniquely action-oriented way. The series of case studies and information provided in backstage passes provide the reader a chance to really learn from the experience of others while seeing the broader landscape of social media. The way the information is presented make it easily tailored to whatever type of organization or industry the reader works in. I found myself brainstorming ideas as I read TLAR and even taking notes on new concepts to employ via social media myself and within customer relationship development. Chapters of the book help you move through the concepts in a step-by-step methodology that works well for social media power users as well as those who are attempting to understand the power of social media for the first time. Understanding the value of fans comes first and then Collier moves to how companies can find those who celebrate a business and strengthen the mutual relationship and empower their enthusiasm to reach contagious levels, is the kind of positive concept that becomes viral. That's what Collier offers in his interactions on social media and it is a way of interacting that when done genuinely result in powerful relationships that work to the benefit of customers and the companies and brands they connect with. In the third section of the book some of the most effective customer relationship tools are provided. If more companies employed these basic practices, they would find their customer relationships growing stronger and more productive, providing real results in social media and the "real world." In fact, these principles could be successful without social media, it just helps place the customer relationship within the context of the current communications climate which is shifting to dialog in which customer voices are able to reach large numbers of others. That ability to extend message reach provides the timely imperative on top of which companies need to stay on top.

What's better than getting new customers? Turning existing ones into FANS. Everything marketers need to know to find, engage, and leverage the power of brand evangelists Think Like a Rock Star provides step-by-step instructions that show marketing professionals how to connect with customers both online and offline to create a truly fan-centric brand. Using case studies of how rock stars like Lady Gaga, Taylor Swift, Katy Perry, and Blink-182 cultivate fans, it teaches readers how to apply those lessons to create brand advocates who will grow profits, improve business frameworks, and contribute more than ever to the success of the brand. It also identifies successful and easily replicable marketing strategies of top brands such as Dell, Ford, Patagonia, and YouTube. Think Like a Rock Star is an indispensable tool for any marketing professional. Foreword by Kathy Sierra, cocreator of the Head First book series Mack Collier is a social media strategist, trainer, and speaker who specializes in helping companies better connect with their customers via social media. His clients include businesses of all sizes, from sole proprietorships to Fortune 500 companies.

About the Author Mack Collier is a social media strategist, trainer, and speaker who specializes in helping companies better connect with their customers and cultivate fans for their brands. His clients include businesses of all sizes, from sole proprietorships to Fortune 500 companies.