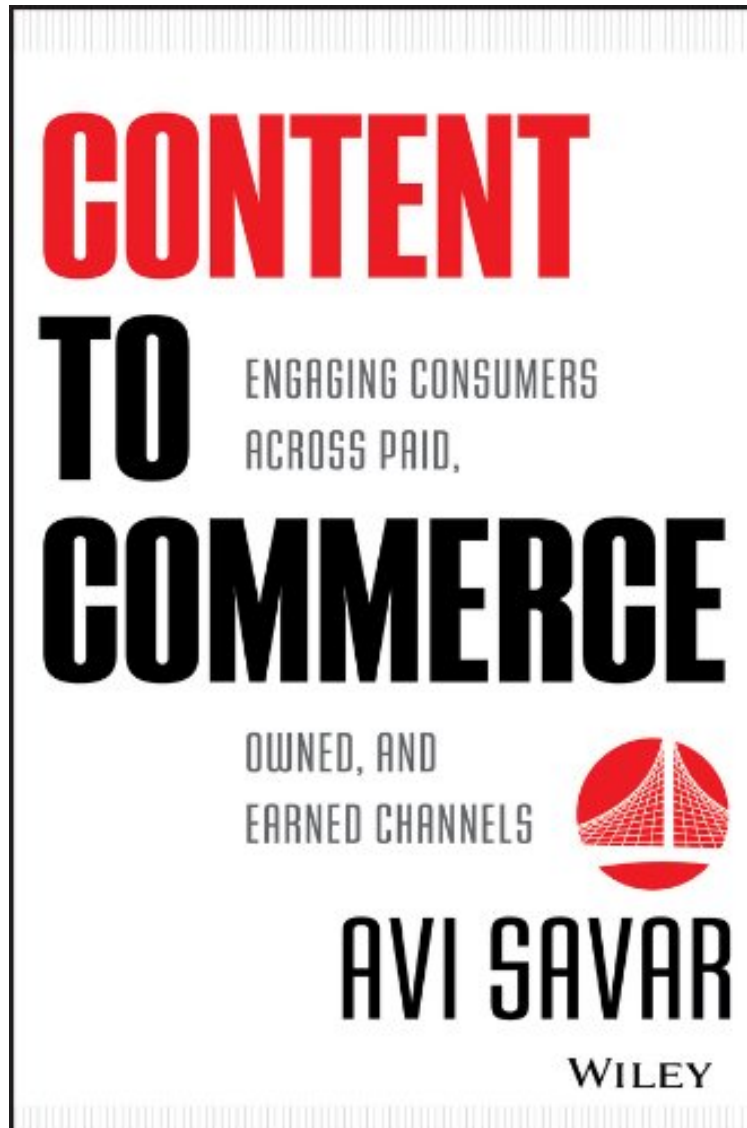


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Content to Commerce: Engaging Consumers Across Paid, Owned and Earned Channels

Avi Savar

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Master the publishing and entertainment world's tools and techniques for content marketing success Over the last decade the convergence of media and technology has turned the marketing world on its head. In order for brands to succeed in today's socially connected world, they must think like publishers and act like media networks. Content to Commerce shows how utilizing publishing- and entertainment-based principles can help brands and marketers use social media effectively;ultimately reaching today's hyper-connected and highly fragmented audiences. From big picture strategy to the tactics and tools require to execute, this book offers a clear approach to social media marketing for both big and small brands alike. Shows how to turn shallow, wide, and short-term projects into deep, narrow, and long-term engagements Explains how to prioritize with a clear escalation path in order to drive big, significant, and measurable value Author Avi Savar is a frequent media commentator on social media, branded content and marketing and was recently named the Jury President of the Cannes Lions International Festival of Creativity's new Branded Content Entertainment category Content to Commerce will show you how to conquer the media world's medium and control your own brand's destiny.

From the Inside FlapOver the last decade, the convergence of media and technology has turned the marketing world on its head. In order for brands to succeed in today's socially connected world, you must think like a publisher and act like a media network. You have to master the publishing and entertainment world's tools and techniques for content marketing success and harness social media's capacity to fuel stronger relationships between your brand and consumers. Content to Commerce offers a clear approach to social media marketing for both big and small brands alike. You'll learn how to build a carefully architected brand network that amplifies everything your brand does or says in the marketplace, with the goal of maximizing paid media to drive earned media and build owned media. From big-picture strategy to necessary tools and tactics, this book offers a practical blueprint to incorporating the "Network Model" to achieve tangible business results. Content to Commerce offers proven guidance on how to leverage social media effectively;ultimately reaching today's hyperconnected and highly fragmented audiences. You'll learn how to: Understand your audience by listening to their needs, wants, interests, and concerns Create continuity by driving meaningful, relevant, and "always on" conversation Match the right talent to the right tools, techniques, and processes to create an operationally sound brand network Integrate multiple social channels so that the programming of each drives the goals of the entire network forward Align all elements of a campaign around "water cooler moments" The Network Model allows you to turn shallow and short-term projects into deep, targeted, long-term engagements. Content to Commerce will show you how to prioritize with a clear escalation path in order to drive big, significant, and measurable value. Conquer the social media landscape, and control your own brand's destiny.From the Back CoverPraise for Content to Commerce "Social media has fundamentally changed the way we do business today. This book is a terrific blueprint for how brands can successfully drive social media marketing at scale." mdash;Pete Cashmore, CEO and founder, Mashable "Avi Savar was a savant when it came to knowing that brands were becoming the new media (long before most had any idea this was the case). Now with Content to Commerce, he illuminates the path from theory to operational practicemdash;convincingly showing that, to indeed be the new media, brands have to act much like a traditional broadcasting network." mdash;Marisa Thalberg, VP, Corporate Global Digital Marketing, The Estee Lauder Companies, Inc. "In the quickly changing, enigmatic world of digital marketing, it is critical for us to learn how to navigate across paid, earned, and owned media channels. Avi Savar has helped many marketers evolve from staid models of talking 'at' consumers to truly engaging them with their brands. Anyone who wants to advance their skills in the fascinating world of digital content and social media will benefit from this book." mdash;Mindel Klein Lepore, Marketing Director, Integrated Marketing Communications, Colgate-Palmolive Company "Years of experience, trial, error, and insight condensed into a comprehensive road map to successful social media marketing." mdash;Bill Davenport, Executive Producer, Wieden + KennedyAbout the AuthorAVI SAVAR is the founder and Chief Creative Officer of Big Fuel, a pure-play social media agency designed for the needs of large brands. Since 2004, Big Fuel has helped brands navigate the world of social media and branded content. Today, Big Fuel is one of the largest pure-play social media agencies globally;with over 100 employees and clients that include Burger King, Best Buy, Starwood, T-Mobile, Chase, Microsoft, Gore-Tex, HM, Samsung, Clorox, and Budweiser. In June 2011, Avi led Big Fuel to a successful acquisition by French media giant Publicis Groupe, giving Big Fuel a global footprint. Prior to founding Big Fuel, Avi was a television producer, creating and developing breakthrough entertainment programming for ABC's Good Morning America and networks including MTV, VH1, Showtime, Fox, and USA. A sought-after industry spokesperson, Avi was recently named President of the inaugural Cannes Lions Branded Content Jury and is a board member of the Social Media Advertising Consortium (SMAC).