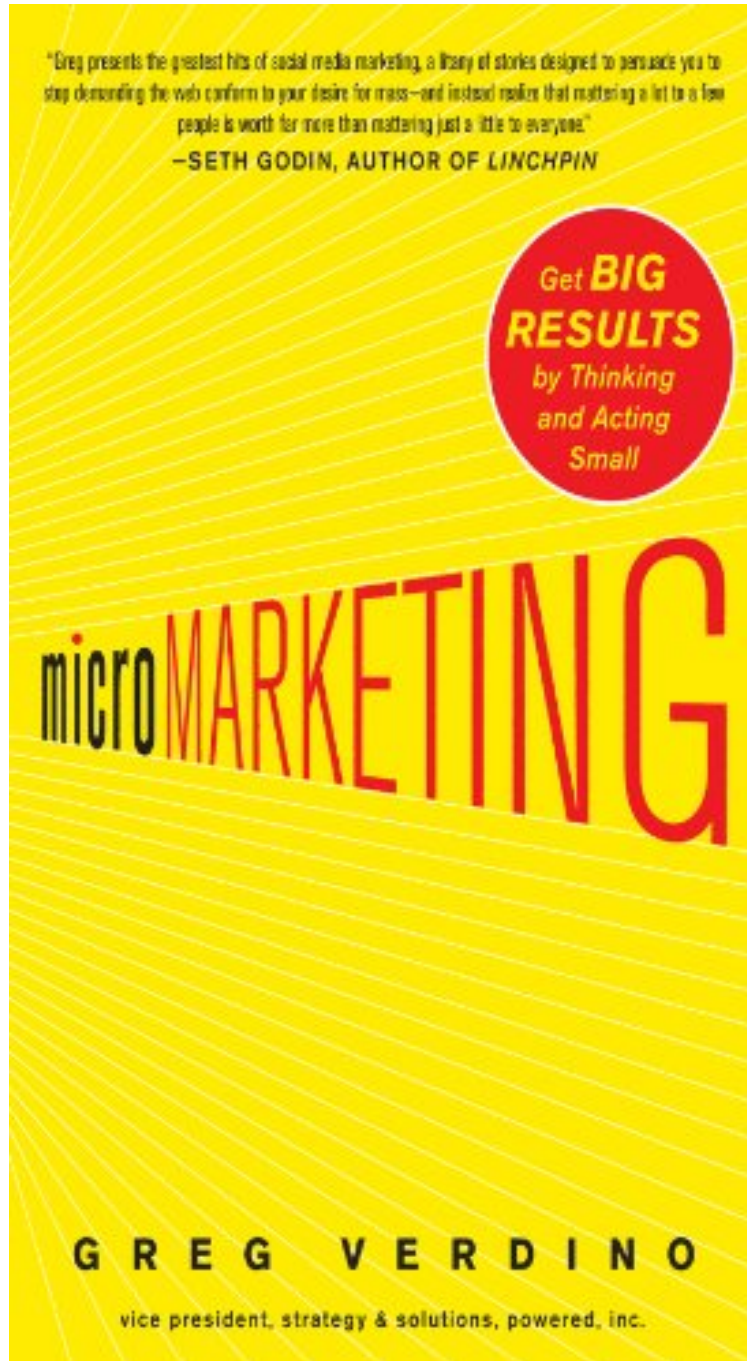


(Read download) MicroMarketing: Get Big Results by Thinking and Acting Small

MicroMarketing: Get Big Results by Thinking and Acting Small

Greg Verdino

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Greg Verdino : MicroMarketing: Get Big Results by Thinking and Acting Small before purchasing it in order to gage whether or not it would be worth my time, and all praised MicroMarketing: Get Big Results by Thinking and

Acting Small:

6 of 6 people found the following review helpful. microMARKETING Offers Refreshing Look at Online Communications

By Science Fiction and Marketing

It's been about two years since I published a book review about online or social media marketing. Generally, while many friends have had their turn at the plate and I know their books have great helpful ideas and content, there tenants have had an element of redundancy, and I could not finish them (and I only review if I've read half of the book).

Greg Verdino's microMARKETING offers a different experience with new, refreshing looks at online communications. In my mind, while it offers many of the tenants his contemporaries espouse, the book has new, exciting approaches and tenants. I actually found the book's style and approaches (do many small things well and Greg's view of earned media) inspiring, and caused me to rethink a couple of my own projects.

Case in point, the 7th Son case study in Chapter Eight was just fantastic. As someone who has published business book with a second in the works, but also has two novels almost contracted with publishers I could not help but absorb every detail. The case study made me resolve to re-edit one of the novels, and publish it independently (gasp) using social tools to promote.

This book is full of case studies like that, from Laura Luke and Sephora to the Dancing Man, as well as few social media mainstays that you'll be familiar with. In addition, the book offers seven principles of microMARKETING that are well explained and a series of questions in the final chapter to turn the quick read into a learning lesson for your organization.

I tend to lock onto great sound bites, and this one resonated so well with me, you can expect to see it in Welcome to the Fifth Estate (location 1172 on Kindle): "All this creates a new marketing imperative and demands a new media model. When a company attempts to interrupt the stream, the stream is bound to shift course, or simply flow around the interruption. But if a brand can actually become part of the stream, it will be carried along in the flow itself."

I highly recommend microMARKETING not just for those looking to begin their journey, but for those of us who have seen a few rodeos in their time.

0 of 0 people found the following review helpful. Marketing broken down so all can learn!!

By cynthia brown

Greg Verdino has knocked it out of the park with this book MicroMarketing: Get Big Results by Thinking and Acting Small Hardcover. This book is very easy to read and is one which can help you grow if you do not know a lot about marketing!

several points about this book is

Every day the world sees 1 million new blog posts, tens of millions of tweets, hundreds of millions of new pieces of Facebook content, and more than 1 billion YouTube videos. Where does your brand fit in?

In our age of information saturation, consumer attention is the scarcest commodity of all which makes your job tougher than ever. How do you thread your messages through billions of bite-sized information snapshots to reach the right people? One thing's for sure, yours're not going to succeed using traditional approaches. Mass marketing is dead; the next big thing is indeed very small.

microMARKETING empowers you to rethink, retool, and revitalize your marketing strategies to take full advantage of the opportunities created by the microcontent explosion. A pioneer in the world of microcontent marketing, Greg Verdino helps you create a strategy that emphasizes relationships over reach, interaction over interruption, and social networking over broadcast networks.

Yours'll find the answers to today's toughest questions:

How do I earn the attention of the right influencers and my core customers?

How do I really build my brand one blog post, one video clip, or even one tweet at a time?

How do I achieve massive scale when mainstream media is losing ground to consumer content creators and peer-to-peer distribution?

How do I strike a balance between tapping into today's biggest marketing trends without losing sight of the little things that matter?

When one door closes, another opens. Mass marketing is no longer a viable marketing strategy and, likely, never will be again.

Micromarketing, though, enables you to resonate with consumers in compelling new ways and achieve the big results that no longer seem possible with traditional approaches.

I have to say this is one book which really does get down to what is marketing is and how to go about doing so from the big to small!!! this is something you must read!! the best part is it is fun to read with great examples and not boring!!!

3 of 3 people found the following review helpful. if you read this book you will know why reviews like this matter

By Jonathan Burg

DISCLOSURE: I don't currently work with Greg but think he's a swell fellow.

Great premise, great book. This isn't just another business book. It's not about the framework that will solve all your challenges or the latest and greatest business process. It's about building your business through the very real and very human actions that make great businesses tick. It's about the humanity that drives the world that is social business.

Greg is a prolific blogger and a fantastic presenter and it shows. Easy to read, featuring refreshingly new and human case studies, this is a must read for anyone sick of the same old talking points and ready for inspiration.

Every day the world sees 1 million new blog posts, tens of millions of tweets, hundreds of millions of new pieces of Facebook content, and more than 1 billion YouTube videos. Where does your brand fit in?

In our age of information saturation, consumer attention is the scarcest commodity of all which makes your job tougher than ever. How do you thread your messages through billions of bite-sized information snapshots to reach the right people? One thing's for sure, yours're not going to succeed using traditional approaches. Mass marketing is dead; the next big thing is indeed very small.

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