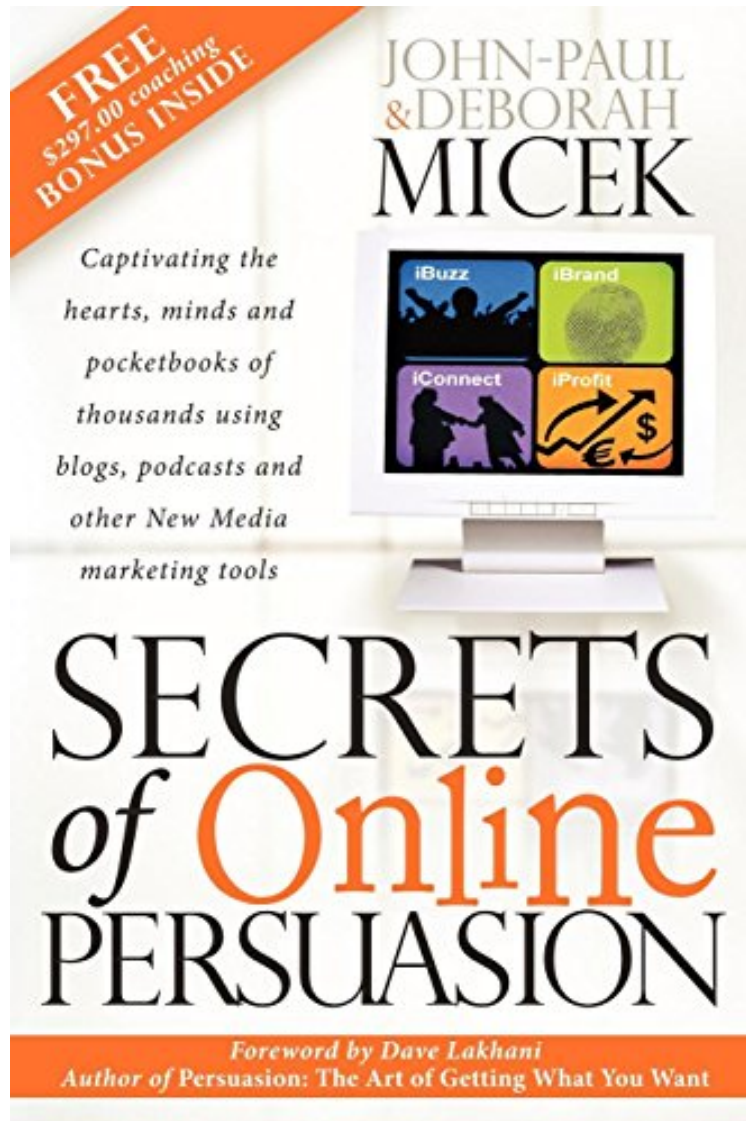


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Secrets of Online Persuasion: Captivating the Hearts, Minds and Pocketbooks of Thousands Using Blogs, Podcasts and Other New Media Marketing Tools

John-Paul Micek, Deborah Micek

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John-Paul Micek, Deborah Micek : Secrets of Online Persuasion: Captivating the Hearts, Minds and Pocketbooks of Thousands Using Blogs, Podcasts and Other New Media Marketing Tools before purchasing it in order to gage whether or not it would be worth my time, and all praised Secrets of Online Persuasion: Captivating the Hearts, Minds and Pocketbooks of Thousands Using Blogs, Podcasts and Other New Media Marketing Tools:

5 of 7 people found the following review helpful. Have You Wanted to Understand the New Media and Social Networking...By KenThen get this book immediately.I kept hearing all the hype about "new media" (YouTube, MySpace, blogging) but the only thing I really understood was that it seemed to be something that kids did -- mine in particular. LOL I completely missed the point.Something kept telling me that it was important I understood what the power of the new media is and how I could harness it. That's when I found, Secrets of Online Persuasion.This book did something that made it worth its weight in gold -- it helped me understand the mindset of the new media. It also helped me begin to formulate a plan to implement new media strategies in our business.This is an extremely well-written book and if you're a business owner, plan on having a few hours available the minute you get it as you won't be able to put it down.4 of 5 people found the following review helpful. Very basicBy TheresaThis book was recommended for a class on SEO that I am auditing. I was disappointed. There is good basic information in the book, but not much about SEO. I also didn't find it to be terribly current. If you don't know anything about online marketing, this would be a good book for you. If you have any knowledge of online marketing, look elsewhere for more information.7 of 9 people found the following review helpful. Great material for experienced bloggers and newbies alikeBy Joe WikertIf you're already blogging and looking for some tips on more effective ways to appeal to your target audience, this is the book for you. Because the Micek's do such a nice job of covering the basics of new media marketing tools though, I think this book is perfectly appropriate for the total novice as well.A key premise of the book is that traditional marketing, or interruption marketing, is dead (or at least dying very quickly). Regarding your target audience, the authors suggest it's wrong to "find ways to circumvent their defenses." Rather, they note how you need "to get them to open the door and invite you in through influence, persuasion, and trust." Think about some of the most successful word-of-mouth brands out there and, of course, that's how they built momentum.After answering a series of questions that help determine what results you want from your blog, the book goes on to lay out the framework for what the authors refer to as "tribal marketing." I found the chapter on how to "influence the influencers" to be one of the most interesting ones. This is where the authors present four different types of communication styles, or codes. It's important to know your own code as well as the code of the person you're trying to influence. In the few days since I read this part I've tried to keep what I learned in mind as I'm talking to certain people; I think it really can make a difference in how you communicate, especially in tough situations.

Rarely does a communication revolution result in a marketplace transformation. The New Media Revolution is one of those extraordinary events. ""There is a powerful and profitable pattern unfolding rapidly in business. In this masterpiece, Secrets of Online Persuasion, Deborah and John-Paul Micek take you on an incredible business-building journey from blogging to Podcasting and beyond. What they reveal about the New Media Marketplace will forever change your business... and make it more profitable! Everyone in business, politics or advocacy should read this book cover to cover."" -Stephen Pierce, Business Optimization Strategist, Founder of Thinkubator, Ann Arbor More Than 77 Internet And Persuasion Secrets Exposed! If you want to market better, sell more, and boost your influence in today's rapidly changing, online marketplace, this is your textbook. -What the New Media Revolution is and how you can profit from it as it transforms the face of advertising and marketing forever -How to trigger powerful, word-of-mouth BUZZ with innovative New Media campaigns -Why your business blog (not mass marketing) must be at the center of your marketing strategy using New Media tools -Discover where your target audience is hanging out and captivate their attention with your persuasive message -Six key tools you must have when launching your own successful New Media Marketing Strategy -Online persuasion strategies that draw hundreds and thousands of highly qualified fans to your business, non-profit organization or political campaign ""Just four days after following your advice, both CNN Money and The Wall Street Journal called me for an interview on the same day! Traffic to my website has since exploded, and I have so much business that I'm constantly referring clients to other consultants around the world!"" -Debra Gould, The Staging DivaT President, Six Elements Inc., Canada Buy this book now - before your competition does!

""There is a powerful and profitable pattern unfolding rapidly in business. In this masterpiece, Deb JP Micek take you on an incredible business-building journey. What they reveal about the New Media will forever change your business... and make it more profitable! Everyone in business, politics or advocacy should read this book cover to cover."" -- Stephen Pierce ""Business Optimization Strategist international speaker Founder of Thinkubator, Ann Arbor, MI""