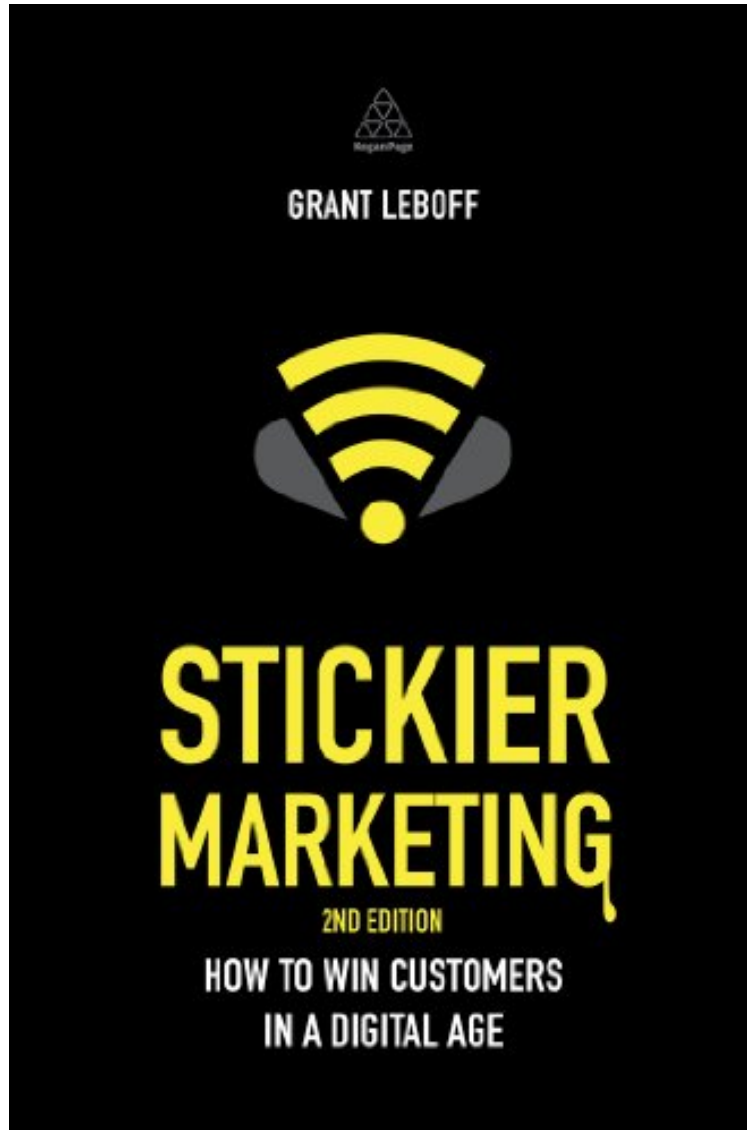


Stickier Marketing: How to Win Customers in a Digital Age

Grant Leboff

ePub / *DOC / audiobook / ebooks / Download PDF



DOWNLOAD



READ ONLINE

#1215746 in eBooks 2014-02-03 2014-02-03 File Name: B00I3LG34K | File size: 46.Mb

Grant Leboff : Stickier Marketing: How to Win Customers in a Digital Age before purchasing it in order to gauge whether or not it would be worth my time, and all praised Stickier Marketing: How to Win Customers in a Digital Age:

0 of 0 people found the following review helpful. this book is amazing. It blew me awayBy Elizabethann HawkinsWow! this book is amazing. It blew me away. Now I've got so much to think about. Anyone who is trying to sell on the web, which is all of us, needs to read this. It really makes you realize how much life has changed in the age of social media and I, for one, haven't kept up with it.Many thanks0 of 0 people found the following review helpful. Okay.By PG WisnIt's not easy to pick up a book that is perfectly tailored to your needs.Some good

basic info here, but not a panacea. I guess I'm the person who needs more step-by-step directions to see my way to the path of success.0 of 0 people found the following review helpful. Five StarsBy AndreaAn easy, fast and informative read! Glad that I got it!

In *Sticky Marketing* Grant Leboff argued that the old marketing system of shouting messages at people was finished, replaced by providing value around your product or service: brands needed to become sticky. This new edition of *Sticky Marketing*, *Stickier Marketing*, remains a complete guide to producing effective marketing communications in a world of consumers empowered by new digital technology who do not want to be shouted at but engaged with. It shows readers how providing return on engagement, rather than return on investment, and a customer engagement point, rather than a unique selling point, is what will make the difference in today's cluttered marketing place. Updated throughout, this new edition also includes brand new chapters on content marketing, discovery and mobile marketing.

"[I]ncludes numerous examples of instantaneous feedback and its role in establishing products and companies...[A] guidebook for practitioners seeking to optimize use of technology in their marketing efforts."