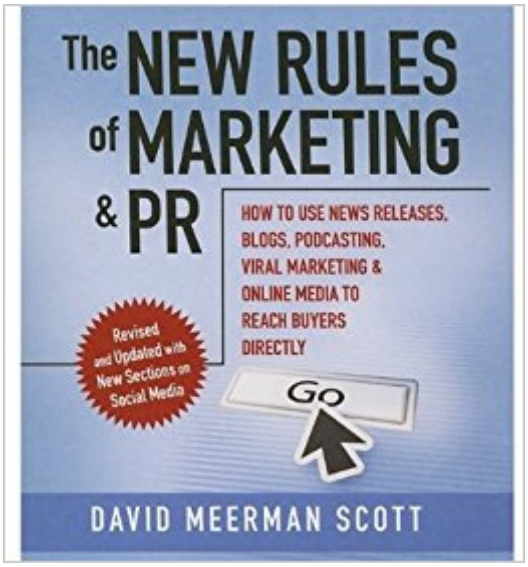
Ebook Directory
the best source of ebook

The book was found

The New Rules Of Marketing And PR: How To Use News Releases, Blogs, Podcasting, Viral Marketing, And Online Media To Reach Buyers Directly (Your Coach In A Box)



PDF
Adobe
DOWNLOAD EBOOK

Synopsis

For marketers, The New Rules of Marketing and PR shows you how to leverage the potential that Web-based communication offers your business. Finally, you can speak directly to customers and buyers, establishing a personal link with the people who make your business work. This one-of-a-kind guide includes a step-by-step action plan for harnessing the power of the Internet to create compelling messages, get them in front of customers, and lead those customers into the buying process. --This text refers to an out of print or unavailable edition of this title.

Book Information

Series: Your Coach in a Box

Audio CD

Publisher: Your Coach In A Box; Una Upd Re edition (July 1, 2009)

Language: English

ISBN-10: 1596592907

ISBN-13: 978-1596592902

Product Dimensions: 5.2 x 1.3 x 6 inches

Shipping Weight: 7.2 ounces

Average Customer Review: 4.3 out of 5 stars 202 customer reviews

Best Sellers Rank: #1,090,900 in Books (See Top 100 in Books) #66 inÃ Â Books > Books on CD > Business > Sales #683 inÃ Â Books > Business & Money > Marketing & Sales > Marketing > Direct #685 inÃ Â Books > Business & Money > Marketing & Sales > Public Relations

Customer Reviews

Starred Review. Though it may not yet have affected the value of 30 seconds of Super Bowl advertising, PR insider Scott argues that understanding the growing irrelevance of marketing’s "old rules" is vital to thriving in the new media jungle. Already apparent in newspapers and magazines (with sharp downturns in circulation and ads), radio (on the losing end of the iPod revolution) and direct mail (digitally replaced by spam), the imminent fall of traditional mass media marketing means new opportunities for legions of smaller companies and independent professionals who need to reach niche markets cheaply and effectively. The way Scott sees it, this is also good news for consumers: the online culture of integrity and information tends to produce quality content for less, as opposed to the vapid, one-sided and pricey advertising of print media and television. Scott provides the technical novice a thoughtful and accessible guide to cutting-edge media arenas and formats such as RSS, vodcasts and viral marketing, without neglecting the fact that technological

wizardry can’t substitute for a well-thought out marketing program. Besides emphasizing fundamentals like defining one’s audience, Scott also drills home the ethos and etiquette of the web, encouraging content that’s both useful and unobtrusive. This excellent look at the basics of new-millennial marketing should find use in the hands of any serious PR professional making the transition. Copyright Ã Â© Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to an out of print or unavailable edition of this title.

"This is the first to explain the options in a way I find non-tech growth company executives can understand" (GulfNews.com, April 8th 2009) --This text refers to an out of print or unavailable edition of this title.

David Meerman Scott practices what he preaches. He used his blog, Web Ink Now ([...] to develop content for this book.The book’s thesis is that the Web offers companies and organizations of all sizes the ability to get, "...the right message to the right people at the right time." Its main strategic point is that marketers should focus on buyers and their problems (rather than hyping products and services), and think like a publisher by, "...delivering content when and where it is needed and, in the process, branding you and your organization as a leader."To me, the book’s greatest value is its in-depth examination of new media tactics and channels, such as blogs, podcasts, videos, search engines, online media rooms, and more. The book is structured like a blog, and divided into three sections: 1) How the Web Has Changed the Rules of Marketing and PR, 2) Web-Based Communications to Reach Buyers Directly, and 3) Action Plan for Harnessing the Power of the New Rules.If you are just dipping your toes into new media marketing, read the whole book. While information in some sections is redundant, it will be worth your time. If you are already involved in new media marketing, dive right into section three’s action plan, where information is cross-referenced (like a blog) to earlier sections in case you want to dig deeper into any specific subject.

More than anything, The New Rules of Marketing & PR ties things together. The book provides an easy to understand yet comprehensive view of the new online marketplace--a landscape that can appear quite bewildering, even to marketing specialists. With so many options at our fingertips (literally), where do we start? Blogs? Podcasts? Public relations? SEO? Paid search? Viral marketing? The list goes on. To make matters worse, technology is changing and new tools are developing almost every day.In the early chapters, David takes a high altitude look at online

marketing options, showing us how they developed, why they're important, how they work, and why they work. In later "Action Plan" chapters, he jumps into the trenches and shows us how to actually use the tools and implement programs. Throughout, he uses detailed case studies to illustrate not only the programs but the amazing results they can achieve.But it isn't just the latest and greatest technologies that are crucially important. Public relations, for example, has been around since Gutenberg but for the first time is practical for a small company. Traditional PR was cost-prohibitive and dependent on unreachable key media contacts. But in the new world--"...your primary audience is no longer just a handful of journalists. Your audience is millions of people with Internet connections and access to search engines and RSS readers." (Chapter 5)Today, public relations may be the single most underutilized tool in the marketing arsenal.Another "old" technology David brings us up to speed on is the corporate Web site. In fact, the three most important points I got out of The New Rules of Marketing & PR have enormous implications on traditional Web development.Those key points are--1. The most important New Rule is CONTENT. Design is important. Technology is important. But without extraordinary content, you're doomed.2. Interruption marketing (think spam and pop-up ads) has given way to consumer-driven marketing. Yippee! "The Web is different. Instead of one-way interruption, Web marketing is about delivering useful content at just the precise moment that a buyer needs it." (Chapter 1)3. The starting point for any New Rule program is to create customer personas. If you're going to have extraordinary content that motivates buyers to take action, you'd better know your customers inside-out.David explains how these three principles should influence not only your corporate Web site, but every other online program you undertake.Thankfully, David is understandable as well as instructive. One reason I've enjoyed his blog for over a year is his conversational, entertaining writing style. He makes learning easy (which is harder to do than you might think). Anyway, his book is just like his blog--illuminating and fun.The New Rules of Marketing & PR presents the most complete picture of any book I've read. For the marketing specialist, it will fill in the gaps. For the generalist, it will open up a whole new world.

David Meerman Scott is a beguiling writer. His style has the comfort and feel of a casual conversation with an old friend. This makes his book a quick and enjoyable read. So, you might not expect to get great depth and insight from it, but you definitely do.I approached this book as a marketing and organizational development generalist who wants to maintain an up-to-the-minute, management-level understanding of core business areas such as marketing and PR. This book delivers. And not only is it practical at my level, it should be required reading for small business CEOs and non-marketing executives as well. They need to read this book before they delegate

marketing and PR responsibilities. To do otherwise is to invite clichÃƒÂ©d recommendations on the way marketing and PR used to be done.Take, for example, the chapters on How To Use News Releases To Reach Buyers Directly and The Online Media Room: Your Front Door For Much More Than the Media. First, Scott reminds us that content is king, and that the purpose of news releases and outreach to the media is to bring potential buyers into the selling process. Then, in additional to all the SEO tactics you are already familiar with, we learn to:* Think like a journalist and write for buyers.* Publish news releases through online news release distribution services and simultaneously to your website.* Publish frequently, at least once per month, and don't wait only for major stories.* Include calls to action for journalists such as exclusive interviews.* Create landing pages for journalists with a registration form.* List executive appearances, conferences, and tradeshow appearances.* Have RSS feeds enabled in your online media room.If you enjoy and benefit from this book as much as I did, you'll also want to catch his blog at [...]

Download to continue reading...

The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing, and Online Media to Reach Buyers Directly (Your Coach in a Box) The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business (New Rules Social Media Series) Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing How to Get Approved for the Best Mortgage Without Sticking a Fork in Your Eye: A Comprehensive Guide for First Time Home Buyers and Home Buyers ... Since the Mortgage Crisis of 2008 (Volume 1) How to Get Approved for the Best Mortgage Without Sticking a Fork in Your Eye Ã¢â Â¢: A Comprehensive Guide for First Time Home Buyers and Home Buyers Getting a Mortgage Since the Mortgage Crisis of 2008 Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Beyond Powerful Radio: A Communicator's Guide to the Internet AgeÃ¢â ¬â ¢News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio Buyers Guide for the Phantom 4 Pro Quadcopter Drone: Buyers Guide to the Phantom Drone Series, With Photography and Videography Tips, Tricks and Hacks Twitter Marketing: Learn How To Grow Your Twitter account to 1 Million Followers in the

first 6 months. (Social Media, Social Media Marketing, Online Business) Writing Effective News Releases: How To Get Free Publicity For Yourself, Your Business, Or Your Organization Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter, Instagram, Social Media Marketing) Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) How to Get New Dental Patients with the Power of the Web - Including the Exact Marketing Secrets One Practice Used to Reach $5,000,000 in its First ... Internet Marketing for Your Dental Practice SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Social Media Marketing Workbook: 2017 Edition - How to Use Social Media for Business

Contact Us

DMCA

Privacy

FAQ & Help