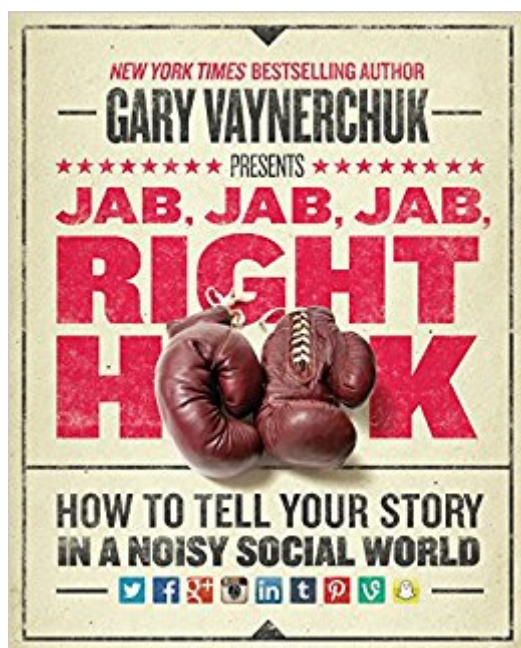


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Jab, Jab, Jab, Right Hook: How To Tell Your Story In A Noisy Social World



Synopsis

New York Times bestselling author and social media expert Gary Vaynerchuk shares hard-won advice on how to connect with customers and beat the competition. A mash-up of the best elements of *Crush It!* and *The Thank You Economy* with a fresh spin, *Jab, Jab, Jab, Right Hook* is a blueprint to social media marketing strategies that really works. When managers and marketers outline their social media strategies, they plan for the “right hook”—their next sale or campaign that’s going to knock out the competition. Even companies committed to patiently engaging with customers to build the relationships crucial to successful social media campaigns want to land the punch that will take down their opponent or their customer’s resistance in one blow. Right hooks convert traffic to sales and easily show results. Except when they don’t. Thanks to massive change and proliferation in social media platforms, the winning combination of jabs and right hooks is different now. Vaynerchuk shows that while communication is still key, context matters more than ever. It’s not just about developing high-quality content, but developing high-quality content perfectly adapted to specific social media platforms and mobile devices—content tailor-made for Facebook, Instagram, Pinterest, Twitter, and Tumblr.

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Customer Reviews

New York Times bestselling author and social media expert Gary Vaynerchuk shares hard-won advice on how to connect with customers and beat the competition. When managers, marketers,

and small business owners outline their social media strategies, they plan for the "right hook" — their next campaign that will produce profits. Even companies committed to "jabbing" — creating content for consumers and engaging with customers to build relationships — still desperately want to land the powerful, bruising swing that will knock out their opponents or their customers' resistance in one tooth-shattering, killer blow. Right hooks, after all, convert traffic to sales. They easily show results and return on investment. Except when they don't. In the same passionate, streetwise style his readers have come to expect, Vaynerchuk is on a mission to strengthen marketers' right hooks by changing the way they fight to make their consumers happy, and ultimately to compete. Thanks to the massive change in and proliferation of social media platforms in the last four years, the winning combination of jabs and right hooks is different now. Communication is still key, but context matters more than ever. It's not just about developing high-quality content; it's also about developing high-quality content that's perfectly adapted to specific social media platforms and mobile devices. It's about truly engaging with customers, not by shouting at them over social media but by using new narrative forms particular to each different media platform — especially, though not exclusively, Facebook, Instagram, Pinterest, Twitter, and Tumblr. *Jab, Jab, Jab, Right Hook* is a blueprint to social media marketing strategies that really work.

Gary Vaynerchuk has captured attention with his pioneering, multifaceted approach to personal branding and business. After primarily utilizing traditional advertising techniques to build his family's local retail wine business into a national industry leader, Gary rapidly leveraged social media tools such as Twitter and Facebook to promote Wine Library TV, his video blog about wine. Gary has always had an early-to-market approach, launching Wine Library's retail website in 1997 and Wine Library TV in February of 2006. His lessons on social media, passion, transparency, and reactionary business are not to be missed!

Modern day marketing and PR can be a mystery for practitioners, especially as marketing channels such as Facebook, Twitter, online media and content and retail platforms proliferate and morph. The environment changes so quickly that standards, processes, methods and best practices are elusive. *Jab, Jab, Jab, Right Hook* doesn't attempt to define best practices, but does provide some approaches that might be called "contemporary marketing principles" applicable via multiple channels and venues for cumulative effect. It's not brand building; more like awareness generation at speed. The author then illustrates his principles with examples of firms and brands and services

that implemented campaigns that align with these principles. Some he cites as good examples, some as bad examples, which is a useful exercise. Overall, a fast read that provides some insights into the marketing of today. But beware; it will all be different tomorrow.

I met Gary some years ago. We tweeted at each other for a while and then... lived our lives. I hadn't thought about Gary (or his work) in years (plural) until one day his team started tweeting at me, asking if I'd pre-ordered the book. I checked the book out but didn't desire it, and went on with my life til his team followed up again. Then guilt-trip Facebook ads by Gary popped up everywhere until I finally ordered it. I've now read it, and while I rated his other books fairly well, I can't in good conscience do that again. If you just signed up for Facebook today -- you might find this book helpful, though, be VERY careful with some of the examples. A few of the examples for FB ads Gary gives are in violation of Facebook's terms and you can be deleted. Gary is only showing off what other pages did, but it irked me that he would show ads and praise them (knowing people will likely mimic them) without saying oh, BTW, doing this can get your page deleted forever. You'll also find outdated or irrelevant information. For example, Gary spends a long time talking about EdgeRank on FB (which Facebook killed months ago, and this is old news). Gary himself then says this several pages later. THEN WHY DID YOU JUST SPEND 10 MINUTES TALKING ABOUT EDGERANK? I admire what Gary does, and I don't discount he's a media maven and social star (and some of the points he makes are true) but unless you're truly a beginner, I can't see getting much use out of this book (and even then, please check the rules and terms of service for twitter, instagram, fb, etc before doing ANY of the examples). UPDATE: I left this out of my original review, but would like to add: this book certainly had some valid and thought provoking points, but felt like it was mostly theory (his theory), which normally I wouldn't mind, except the marketing for this book, as well as the premise of the book, promises you'll know *exactly* what to do, but I found very few actionable steps. I didn't leave this book with any new ideas. It confirmed some thoughts I had (and you'll find I said the same thing about Gary's last book, that the book left me thinking my gut instincts and practices were right), and that's nice, but I just didn't get much out of it otherwise. I'm sorry I was so disappointed, but I do continue to recommend the other books by Gary to others, and I am a CrushIt! success story, so it does pain me to write this review. KINDLE: Do not buy the kindle version unless you plan to read it on your computer. It's impossible to read any of the example images on a kindle or phone. They are so tiny and if you magnify them its too blurry to see what it is or read it anyway

I LOVE pretty books. This one doesn't disappoint. It is full of good and bad examples of social media posts - with descriptions. I hadn't understood why it wasn't an audio book, until I received it. Gary Vaynerchuk picks apart social media posts in a way that I understand, visually. Seeing the ads/posts and reading the key takeaways on what worked or didn't work, was super helpful.

I truly enjoyed reading Gary's last book. This is the first one I read from the 3 he got. I've read a bunch of books on social media and this is the best I've read so far. My 5 take aways: 1) We must do social media in a way that doesn't disturb the flow of each platform. Pay attention to trends, analytics & what your potential followers/fans/customers want, what are they already discussing? and Join the discussions! 2) Each platform got its own language and best way to communicate, and we need to learn it properly. 3) Social media is 24/7. Period. 4) Give, give, give, give and give some more, How? as micro-content while cultivating relationships... when that is solid, then ask for something. Never before. And then keep giving, and giving. I'm really social and good at making friends, but I wasn't bringing all of those skills to my social media platforms, I'll do so now. Thanks a lot Gary!! 5) Every social media platform is changing faster than we think, keep yourself updated. See what works and what doesn't, and use the new changes on your favor.

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