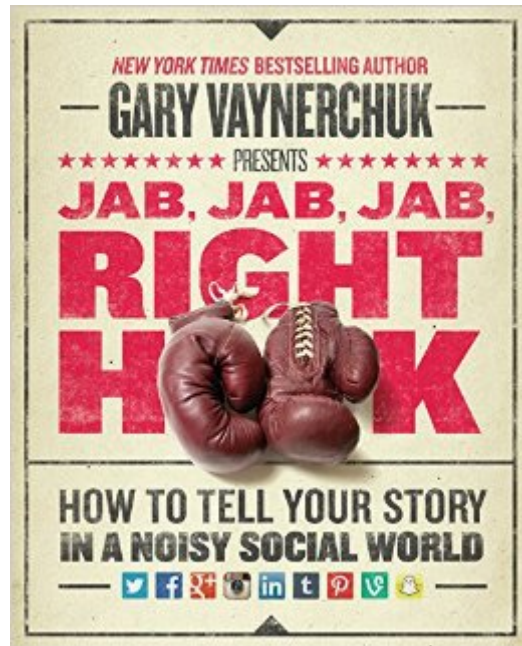


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Jab, Jab, Jab, Right Hook: How To Tell Your Story In A Noisy Social World



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

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).

I wish I could lie about this review because I love Gary V. I love his spirit and his enthusiasm. He arrived on the social media scene and embraced it when most people swore it was a passing fad or couldn't be bothered (the same people who now must hold up the waitress by "checking in" on Foursquare before they can give their drink order). That said, this book was a failure for me. (Edit to add - I am very very picky when it comes to business books) The first fail was comparing social media/engaging with customers to boxing. I just couldn't get past the vision of "knocking out" customers. This seems odd, I know -and I love hockey, and a great hockey fight, so I'm not opposed to sporting violence, but "jabbing" customers, right hooking customers, etc - it would make my brain pause, take me OUT of the message because it seemed to contradict the message of engaging - instead of "embracing" the customer, you "knock them out" which to me, is NOT a good thing. The other big fail is much of the advice. For me, Gary was an inspiration because he was learning and didn't seem to have a "Plan" - he was just being Gary. Now, I feel like he's falling into the trap of advertising - instead of embracing your quirks and just being yourself, he wants you to "plan" on how to best produce and distribute to knock out your customer. He gives some examples and, as being a consumer, I feel what he is advising doesn't work (at least, for me). Facebook, for example, he advises not to constantly sell. I totally agree with that - however, he advises to, instead of sell, post something (a gorgeous photo of nature with an inspiring quote and then somehow link your product to that) - which is BORING and I, as a consumer, am sick of all the brands on FB

constantly posting.

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