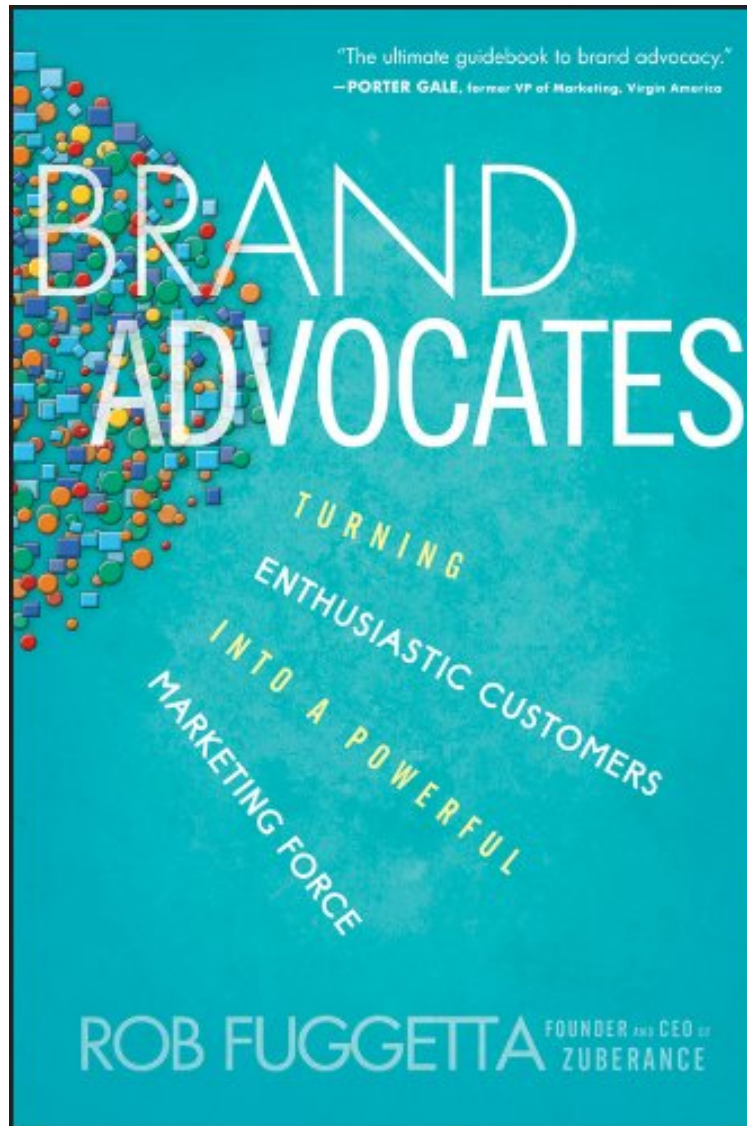


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# Brand Advocates: Turning Enthusiastic Customers into a Powerful Marketing Force

Rob Fuggetta

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**Rob Fuggetta : Brand Advocates: Turning Enthusiastic Customers into a Powerful Marketing Force** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brand Advocates: Turning Enthusiastic Customers into a Powerful Marketing Force:

7 of 7 people found the following review helpful. Disappointed; solid gems hidden in rambles By Jade Craven It was a disappointing read, sadly. The first half seemed to be a collection of disorganized stories with the occasional useful anecdote chucked in. The latter half contained some meaty information. Section Four: The Advocate Marketing

Playbook was really useful. By the time I reached it, though, I was annoyed at how Fuggetta took so long to get to the meaty stuff. It *may* be useful to you. However, just be aware that you may need to skip ahead to get to useful information. 1 of 1 people found the following review helpful. Brand advocates is a must business book to read By KUKUSHKA Brand Advocates provides the most insightful look into best practices of companies reaching customers that truly loves brands. Book provides the most insightful stories of how companies find their truly loyal customer and then turn those into powerful marketing machine. There is no better marketing than users who love products to tell their friends about those products. This book is a must read for anyone startups or big company that is looking to grow their user base in a smart way. Thank you Rob for sharing your experiences with the world! 1 of 1 people found the following review helpful. I'm an Advocate for Brand Advocates! By Marketing Mojo Most social media books leave me cold. Not this one. Brand Advocates is clearly-written, entertaining, and informative. I love the profiles of Brand Advocates like Starbucks Melody and Justin Dorfman, the CDW Advocate. Really brings the topic to life. Since I'm in the entertainment field, I would have liked some examples from the entertainment industry. But since the process of turning Advocates into a marketing force works across multiple industries that wasn't a big concern for me. I highly recommend this book.

Praise for Brand Advocates "Ignite your Advocates! Fuggetta shows you how." —SCOTT MONTY, Head of Social Media, Ford "Creating and amplifying authentic Advocates should be front and center on every marketer's agenda. This book is a blueprint for how to turn genuine Advocates into a powerful marketing force." —SUSAN HELSTAB, Executive Vice President of Marketing, Four Seasons Hotels and Resorts "Advocacy is the ultimate goal for every brand. And Rob Fuggetta has given us the ultimate guidebook to brand advocacy. Simple, clear, and filled with practical advice, this book shows you how to turn your enthusiastic customers into a powerful Brand Army." —PORTER GALE, former Vice President of Marketing, Virgin America "In an era of connected consumerism, advocacy puts the word in word of mouth. Nothing is more authentic or effective. This book shows you exactly how to find and engage your advocates." —BRIAN SOLIS, Principal Analyst, Altimeter Group, and author, The End of Business as Usual "Inspiring Advocates is one of Method's seven obsessions. Get this book and be inspired. Highly recommended!" —ERIC RYAN, Co-founder, Method "Fuggetta's equation for building great brands in the social media age is proven and powerful. Every hotel marketer should read this book." —CHIP CONLEY, Founder, Joie De Vivre Hospitality, and author, Emotional Equations "Brand Advocates is a book every public relations professional should read. It's the definitive guide to authentic advocacy." —AEDHMAR HYNES, Chief Executive Officer, Text 100 Public Relations "Companies aren't trusted, brands aren't trusted, and nor are your executives. People trust each other, and now they have the tools to communicate with each other using social technologies and mobile, with or without brands involved. As a result, trust has shifted to the participants. Many brands, knowing their credibility has diminished, rely on advocacy programs where trusted members of the community are given a platform and encouraged to speak. Fuggetta shows you exactly how to create an advocacy program that empowers your trusted Advocates." —JEREMIAH OWYANG, Partner, Altimeter Group