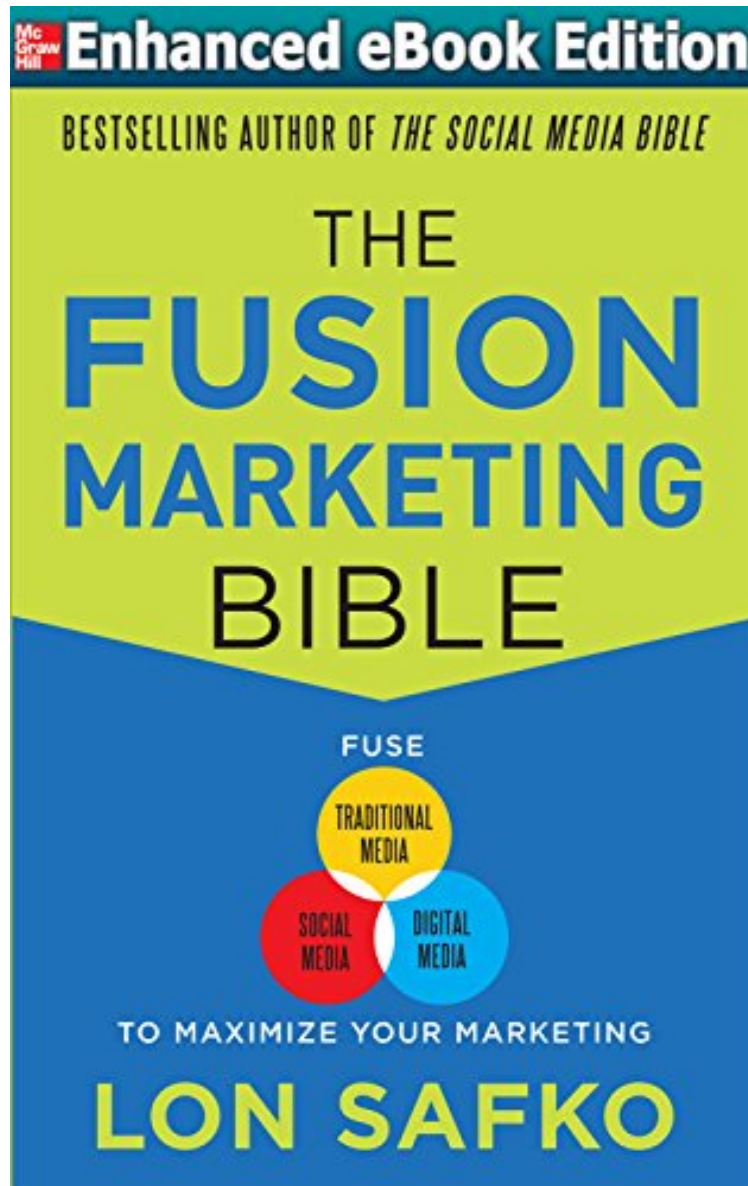


[E-BOOK] The Fusion Marketing Bible: Fuse Traditional Media, Social Media, Digital Media to Maximize Marketing (ENHANCED EBOOK)

The Fusion Marketing Bible: Fuse Traditional Media, Social Media, Digital Media to Maximize Marketing (ENHANCED EBOOK)

Lon Safko

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Lon Safko : The Fusion Marketing Bible: Fuse Traditional Media, Social Media, Digital Media to Maximize Marketing (ENHANCED EBOOK) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Fusion Marketing Bible: Fuse Traditional Media, Social Media, Digital Media to Maximize

Marketing (ENHANCED EBOOK):

1 of 1 people found the following review helpful. Good for students
By Joe Eckstein I'm actually studying how to implement this idea for my own companies, and for other companies that I consult for, with Lon's Fusion Marketing Academy. So far it's given me a lot of good insight as to how I don't need to spend a lot of money to market things. I think that is the essence of the strategy of Fusion Marketing. The reality is that with social media, people want to talk to you, as a brand owner or company manager, so this book helps with what seems like an overwhelming task. I have the Kindle version, and I bought the paperback locally. The paperback is a decent sized book, easier to manage than the Social Media Bible, for sure!
0 of 0 people found the following review helpful. Great Concepts - Opens Your Mind
By David Johnson I bought the Fusion Marketing Bible after seeing Lon speak at a conference for the automotive industry last year. Having read The Social Media Bible I knew I was in for a treat... I was right! Much like the name states The Fusion Marketing Bible is all about fusing Traditional, Social and Digital Marketing. Too many times we look at each as a silo unto itself when in fact each can multiply the effects of the other, in other words fusion marketing makes $1+1+1=6$. I highly recommend that you not only read this book but digest it, take notes and then take action on what you've learned, your bottom line will thank you.
0 of 0 people found the following review helpful. Four Stars
By Mark Newlander Interesting book.

Turbocharge your marketing efforts with the powerful FUSE! strategy The Fusion Media Marketing Bible explains how to pinpoint the most effective elements of your traditional marketing efforts and combine them with social media and digital marketing to reach more customers than ever, while spending less money. Packed with case studies from LinkedIn, New Zealand World Cup Rugby, Sheetz Convenience Store Restaurants, and other companies that have made fusion marketing work for them, it provides everything you need to drive dramatic increases in traffic and revenues. This enhanced eBook includes videos that break down one of the social media/digital tools presented in the book and show how each medium can be used to create a marketing strategy. The videos also offer additional examples of companies that are using the different tools to advance their businesses. Praise for the The Fusion Marketing Bible
"As many marketers get attached to social media tools, they have forgotten that all marketing is about having conversations and providing real benefits to customers. Lon's techniques will teach you how to fuse traditional media, social media, and digital media to create authentic conversations that build trust, loyalty, and, yes, revenue."
—Carmine Gallo, author of the bestselling books The Apple Experience, The Presentation Secrets of Steve Jobs, and The Innovation Secrets of Steve Jobs
"Perfect for entrepreneurs looking to better understand the relationship between traditional media and marketing and social media. A very likeable book indeed!"
—Dave Kerpen, New York Times bestselling author of Likeable Social Media and Likeable Business
"Lon shows us how to make traditional, digital, and social marketing work in concert. He gets us thinking about marketing in 3D."
—Erik Qualman, bestselling author of Socialnomics and Digital Leader Includes 21 videos accessible through QR codes

"Social business/media offer the seminal leap forward by allowing businesses not only to have a two-way conversation with their customers and stakeholders, but also to utilize data generated through such conversations to make forward-facing marketing decisions based on predictive analytics of one form or another. Safko approaches this complex construct by building an elegantly simple model to use as a framework in this new marketing universe. He also presents concrete steps to implement a fusion marketing strategy. The text is admirably concise and easy to read with a minimum of jargon. Readers can use their cell phones to scan the copious QR codes to access videos and other resources that provide examples and cases that amplify the text. A fine introduction to this new age of marketing. Highly Recommended. Marketing collections at all levels." Choice 20130523
About the Author
Lon Safko is the author of the bestselling book The Social Media Bible and the founder of 14 companies. He invented the "first computer to save a human life," as coined by Steve Jobs at Apple, holds three patents for Three-Dimensional Internet Advertising, and has 18 inventions in the Smithsonian Institution in Washington, D.C.