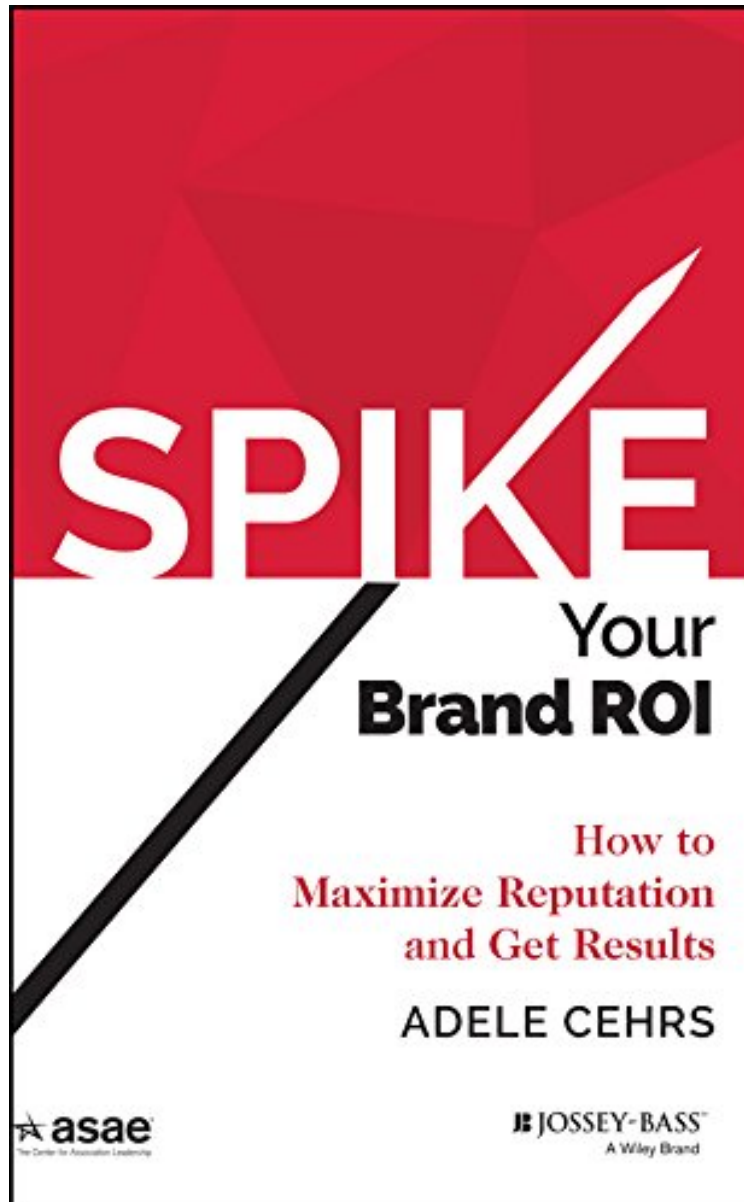


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SPIKE your Brand ROI: How to Maximize Reputation and Get Results (ASAE/Jossey-Bass Series)

Adele R. Cehrs

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Adele R. Cehrs : SPIKE your Brand ROI: How to Maximize Reputation and Get Results (ASAE/Jossey-Bass Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised SPIKE your Brand ROI: How to Maximize Reputation and Get Results (ASAE/Jossey-Bass Series):

1 of 1 people found the following review helpful. SPIKE Will Change The Way We Talk About PR MarketingBy KiKi L'ItalienWatch out! This book will forever change the way you talk about promoting your organization. After reading this book, I don't want to do so much as hold a dinner party without considering my SPIKES and how timing might influence the outcome. Jam-packed with case studies, the book delivers on its promise and I know I'm a stronger consultant for reading it.0 of 0 people found the following review helpful. More like an infomercialBy Angela ThornburgPoorly written. More like an infomercial.2 of 3 people found the following review helpful. Are You Ready to Minimize or Maximize Your SPIKE of Media Attention?By Sam Horn, Intrigue ExpertAdele Cehrs is the "mastermind behind the line" ... at Georgetown Cupcakes. She had handled many high-stakes PR successes. What she has learned is that Andy Warhol was right - we were all get our 15 minutes of fame. Although what she has discovered in her years with working with clients around the country is that it actually is "15 days of fame and shame." She calls these SPIKES - sudden increases in media attention, for better or worse. Something will go right for you and/or your organization - and you want to maximize that. Something will go wrong for you and/or your organization - and you need to minimize that. In this fascinating book, the author outlines a step-by-step process for predicting and preventing negative spikes, and predicting and optimizing positive spikes. Each step is illustrated with real-world examples that flesh out her ideas and make this book a page-turner. Highly recommended. T

Increase ROI through more effective brand marketing According to CMO.com, we are exposed to more than 5,000 brand messages each day. Marketers call this "creating engagement," and each comment, share, or re-tweet is supposed to be a win. But is this deluge of content really working to shift perception, change behavior, or sell products? The truth is, only 5% of people say that social media has a profound effect on their purchasing decisions. Moreover, only 2.7% of people are willing to stick their neck out on the line to recommend your brand via social media, a factor known as "social risk." In SPIKE Your Brand ROI, public relations maven Adele Cehrs shares her strategy for effective engagement: it's all about timing. This book will teach you how to recognize, anticipate, or even create a SPIKE - a Sudden Point of Interest that Kick-starts Exposure. This is your opportunity to reach people when they are primed to hear your message, and your brand is most relevant to their lives. Based on the author's actual engagements with clients like Yum Brands, Lockheed Martin, DuPont, and more, this practical guide outlines a new, pragmatic approach that will enable you to: Learn to recognize brand patterns that are driven by audience interests and outside events Focus your energy, resources, and money when your brand is top-of-mind Decrease your marketing spend while increasing your bottom-line benefits Maximize benefits or mitigate damage by anticipating when your company, association, or nonprofit is going to be in the spotlight Retool traditional word-of-mouth initiatives for optimum results With Adele Cehrs' proven methodology, you can turn a SPIKE into a strategic platform from which to improve results, build respect, and boost your ROI.

From the Back Cover Break Through the Content Marketing Noise and Build Brand Reputation the Right Way "Perhaps the most useful book a marketer or communications professional will read in this decade. Full of great advice, brilliant ideas, and solutions for a world that has turned upside down." -Katie Delahaye Paine, CEO of KDPaine Partners and The Delahaye Group and author of Measuring Public Relations and Measuring the Networked Nonprofit: Using Data to Change the World "Distraction breeds mediocrity. SPIKE Your Brand ROI, shows readers how to focus on outcomes that matter. Excellent advice!" -Robb Lee, chief marketing and communications officer, ASAE "Adele Cehrs is the expert on SPIKE, which is a shortcut to becoming an outstanding organization. Being a master of SPIKE for your customers or the media is a lot like being a great friend. You have to know yourself and know them well enough to give them what they need right when they need it." -Brian Carter, author of The Like Economy "Adele Cehrs' twenty years of exceptional PR experience is demonstrated in her revolutionary SPIKE methodology. Readers will learn how to flip their PR and marketing on its head and make the most out of their communications efforts." -Renee Lewis, president, Pensare Group "When a big moment comes, will your company be ready for it? Will you take advantage of the chance to catapult your brand into superstardom or bemoan a missed opportunity? Adele Cehrs gives you the keys to SPIKE your way into brand notoriety by removing content clutter and achieving real engagement." -Erin Pressley, vice president, NACS Media Group "As communications professionals, we strive to create dramatic campaigns that get people talking about our brand. But as a group, we fall flat in measuring, and subsequently proving, ROI. Adele Cehrs' SPIKE Your Brand ROI will change that. Her timing-based, results-driven approach to marketing and PR will revolutionize the way we do business. If you're looking for a winning strategy that maximizes results and poises your organization for long-term success, this book is for you." -Keith Little, senior manager, media relations, Lockheed Martin "Every business executive has a wish list: eliminate waste, increase efficiencies, reduce expenses, maximize returns, retain talent. SPIKE Your Brand ROI not only introduces a progressive approach to improving communication, but also it poises businesses to experience success because it can be used to groom sophisticated staff teams who can lap competitors in their sleep. Adele Cehrs' brilliant insight into the future of the public relations world is a refreshing departure from the ideas that have been presented in the past." -Sheri Jacobs, FASAE, CAE,

president and CEO, Avenue M Group
About the Author
ADELE CEHRS, the owner of Epic PR Group, has served as PR strategist for clients like DirectTV, Johnson and Johnson, DuPont, Lockheed Martin, and Verizon. She frequently serves as a media expert for Forbes and the Wall Street Journal, and has trained numerous CEOs in the art of media management. Using her SPIKE method, Adele has transformed virtually unknown businesses, including 1-800-Flowers.com and Georgetown Cupcake, into multimillion-dollar household names.