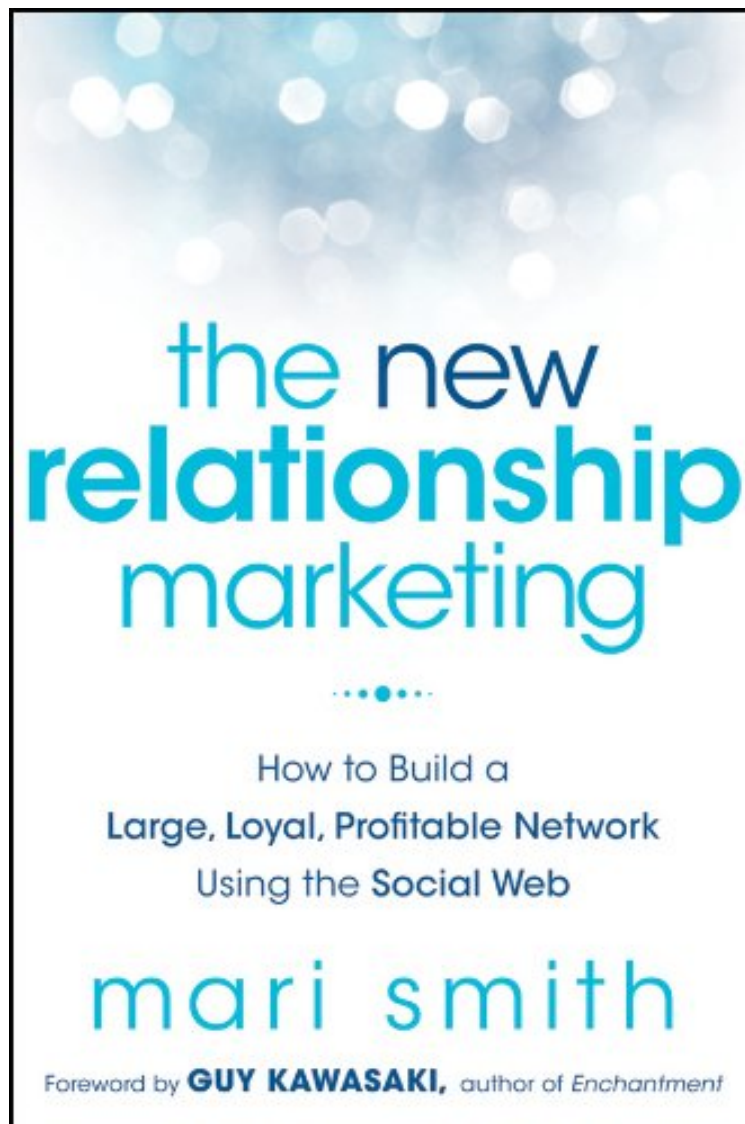


(Download pdf) The New Relationship Marketing: How to Build a Large, Loyal, Profitable Network Using the Social Web

The New Relationship Marketing: How to Build a Large, Loyal, Profitable Network Using the Social Web

Mari Smith

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Mari Smith : The New Relationship Marketing: How to Build a Large, Loyal, Profitable Network Using the Social Web before purchasing it in order to gage whether or not it would be worth my time, and all praised The New Relationship Marketing: How to Build a Large, Loyal, Profitable Network Using the Social Web:

2 of 2 people found the following review helpful. People Before Business is Key to SuccessBy Janette FullerMari Smith has been called the "Pied Piper of the Internet World." She calls herself a "Relationship Marketing Specialist."

Ms. Smith understands the changes that social media has created in the marketing world. She is an excellent teacher and is committed to sharing the information that she has learned during her successful relationship marketing career. "We're being called to higher standards of authenticity, integrity, and transparency, and we are compelled to truly care about the world and all the people in it. The power has shifted from corporations to consumers, from dictators to citizens." (Mari Smith) Mari Smith shares her own story in this book. She tells how she was a painfully shy child who hated to read aloud in front of the class. She tells how she began to gain confidence when she became active in a local Toastmasters Club. She has been fascinated with computers and technology since she was a teenager. With the right education and experience, she has conquered her shyness and has developed a real love for speaking and communicating with people. Mari Smith shares "eight rules for effective electronic communication." She quotes the following line from the movie "The Social Network", "The Internet is not in pencil; it's in ink." She advises readers to avoid talking too much about yourself and your products without first adding value. She warns readers to "never respond to anything when you're emotional" and "never fight fire with fire on the web." Ms. Smith shares some helpful points for developing a daily routine for time management. We all know that time seems to fly by when we are reading and posting on Facebook, Twitter and other social media sites. She recommends a scheduling program and several social media management tools to manage your time on social media sites. Ms. Smith has a fascinating section in this book on deciding who the 16 to 25 high-level leaders and influentials are who you would most like to meet on a personal and professional basis. She has created a "Hollywood Squares" exercise where you can list these people and then create a plan of action to connect with them. "The New Relationship Marketing" provides solid advice on how to turn fans, friends and followers into paying customers. The author shares an acronym that she lives by: ABM, or always be marketing. People decide whether or not to do business with you depending on your words and actions. This is a progressive, informative and enlightening book. It should be read and studied very carefully. The author has provided a free page of resources from this book on her web site. The resources include books, web sites, blogs, events, applications and articles that she discusses in the book. The more I read this book, the more I realized that I need to make some changes in the way I interact with people on social media sites. This is a book that should be at the top of your "Must Read" list. Highly recommended to anyone who is ready to embrace change and climb to new levels of success. 1 of 1 people found the following review helpful. Club 52 - Paul's (Short) Review Of The New Relationship Marketing By Heidi Colligan Club 52 - Paul's (Short) Review Of The New Relationship Marketing Full disclosure - I consider Mari Smith a friend. We've done projects together where we both benefitted financially. If that colors your view of this review, so be it. Her friendship is far more important. Mari Smith's "The New Relationship Marketing" obviously has elements of Facebook in it (any book about marketing that doesn't include this market of a billion people is no longer worth mentioning), but it is by no means a Facebook book. You may associate Mari with Facebook - but she is bigger than that. And we're better for it. Her subtitle - "How To Build A Large, Loyal, Profitable Network Using the Social Web" is pretty close to what's inside - with the exception of one thing. "Large" is by no means the focus here. Loyal and Profitable are the two biggies in this book and I give Mari the big thumbs up for that. "Simplicity on the other side of complexity" is a big theme in the book. Doing well on the social web isn't about mastery of the latest app - it's about making real connections with real people because, as Mari puts it ... "Business is Personal." And it is. I mentioned earlier on Twitter that Chapter 9 of this book was a "gift" - it is. Her "Turn Fans, Friends and Followers Into Paying Customers" is the best I've read on this topic and very approachable to anyone looking to do just that. She blends the needs for personality in the social web with the realities of sometimes having to source out the work in a process that will scare away no one. My only complaint about Chapter 9 - not long enough. I know Mari's got a few other tricks (watch her, she's smart). Maybe these are the source of her next book? Bonus - The section on becoming a "Quality Curator" is something that anyone playing this curation game should read and really take to heart. Sharing everything with your keywords isn't the answer - Mari's approach is. Also worth the price of admission alone. Awesome book, Mari. One of my new years declarations was that I'd read a book every week. Join me on this journey? [...] 0 of 0 people found the following review helpful. Great Resource! By Lindsey Hodges This really is a GREAT book for anyone who needs to learn about relationship marketing. It's easy to read and has tons of great tips. I've even recommended it to our Corporate office for all new franchise owners.

A top social media guru shares the secrets to expanding your business through relationships. People have always done business with people they know, like, and trust. That's the essence of "relationship marketing." Today, the popularity of online social networking has caused a paradigm shift in relationship marketing. This book helps businesspeople and marketers master this crucial new skill set. Social marketing expert Mari Smith outlines a step-by-step plan for building a sizable, loyal network comprised of quality relationships that garner leads, publicity, sales, and more. If you're a businessman or businesswoman feeling the pressure to shift your approach to using social media marketing, to better understand the new soft skills required for success on the social web, and to improve your own leadership and relationship skills through emotional and social intelligence, this book is for you. Outlines how to become a significant "center of influence" for your customers and prospects.

From the Inside Flap People have always done business with people they know, like, and trust. That's the essence of "relationship marketing." But now the popularity of online social networking has shifted our methods of connecting with consumers, stakeholders, and potential partners. Businesses that master both new and traditional ways of nurturing customer relationships are gaining market share. In *The New Relationship Marketing*, social marketing expert Mari Smith outlines a proven nine-step program for building a sizable, loyal network comprised of quality relationships that garner leads, publicity, sales, and more. This book will help you understand the new soft skills required for success on the social web, and to improve your own leadership and relationship skills through emotional and social intelligence. You will learn: How to become a significant "center of influence" for your customers and prospects The unspoken rules of online etiquette; and the common turnoffs that drive customers and potential partners away How to navigate the unique cultures of Facebook, Twitter, and other popular online platforms What you can automate and delegate to build your social media persona, yet still retain the personal touch Relationships are the "new currency" in business. With Mari Smith's expert guidance, you'll get a step-by-step plan for cashing in.

Back Cover Praise for the new relationship marketing "A whole new exercise for your networking muscles! Mari Smith shows you how to bridge the gap between technical skills in the modern marketing world and good, old-fashioned people skills." --Harvey Mackay, author of the #1 New York Times bestseller *Swim With The Sharks Without Being Eaten Alive* "My relationship marketing strategy is quite simple: 1. Be yourself. 2. Be the best self you can be. 3. Share the best parts of yourself with the world. That strategy, while quite effective, leaves the novice with many unfilled blanks. This book is the best way I know to fill them." --Mark Joyner, Founder of Simpleology "The New Relationship Marketing shows you how to quickly and consistently boost your sales and income with the best social media techniques ever discovered." --Brian Tracy, author of *The Psychology of Selling* "The New Relationship Marketing fuses traditional and online relationship building strategies into a loyalty-generating success system." --John Jantsch, author of *Duct Tape Marketing* and *The Referral Engine* "This is not just a theoretical look at how social media works but exactly what you need if you're stuck and want to know what to do to be successful. I fully endorse the author and recommend the book without reservation." --Michael Port, New York Times bestselling author of *Book Yourself Solid* "Mari Smith GETS what social media is all about. More than any other technology, it's changing the face of business, communication, and maybe even human nature. Everything successful boils down to relationships, and Mari will show you how to leverage social media for your success." --Ali Brown, entrepreneur, mentor, and philanthropist featured on ABC's "Secret Millionaire" About the Author Mari Smith is a passionate social media leader, specializing in relationship marketing and Facebook mastery. She is coauthor of *Facebook Marketing: An Hour A Day*. Fast Company describes Mari as "a veritable engine of personal branding, a relationship marketing whiz and the Pied Piper of the Online World." Dun Bradstreet Credibility named Mari one of the Top Ten Most Influential Small Business People on Twitter. Mari travels extensively nationally and internationally as an accomplished social media speaker and trainer. With her popular blog at MariSmith.com, and her large, loyal following on Facebook, Twitter, and Google+, Mari is considered one of the top resources and thought leaders in the world of new media marketing.