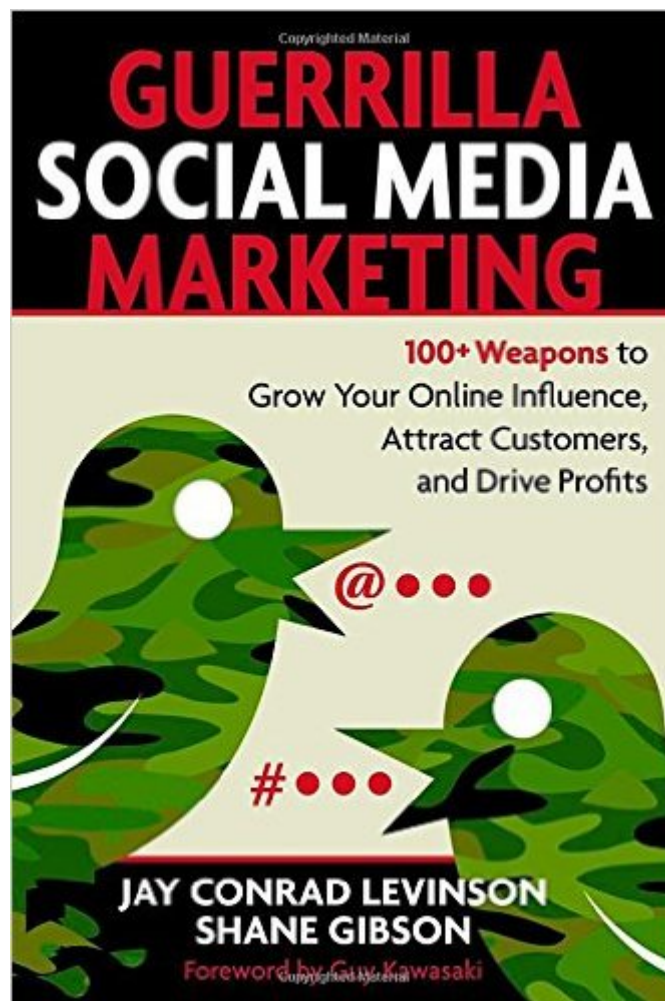


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# Guerrilla Social Media Marketing: 100+ Weapons To Grow Your Online Influence, Attract Customers, And Drive Profits



## Synopsis

Equipping you with action plans, implementation steps and more than 100 marketing weapons, Jay Conrad Levinson, The Father of Guerrilla Marketing, and social media expert Shane Gibson teach you how to combine the timeless principles of guerrilla marketing with the latest social media applications and networks. Discarding overwhelming statistics, buzzwords and acronyms, Levinson and Gibson provide a step-by-step social media attack plan. Following their take-no-prisoners guerilla approach, you'll learn how to identify unconventional social media opportunities, engage customers, motivate action, and capture profits away from your competitors. Includes: 19 secrets every guerrilla social media marketer needs to know; The Guerrilla Social Media Toolkit; The Seven-Sentence Social Media Attack Plan; 22-point social site and blog checklist; 20 types of ROI; Free guerrilla intelligence tools; Future social media weapons that are worth knowing about; And more! This is THE social media guerrilla's go-to guide; learn how to employ a social media plan that earns attention; and profits!

## Book Information

Paperback: 250 pages

Publisher: Entrepreneur Press; 1 edition (October 3, 2010)

Language: English

ISBN-10: 1599183838

ISBN-13: 978-1599183831

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 13.4 ounces (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars See all reviews (39 customer reviews)

Best Sellers Rank: #55,313 in Books (See Top 100 in Books) #22 in Books > Computers & Technology > Business Technology > Social Media for Business #31 in Books > Computers & Technology > Internet & Social Media > Social Media #48 in Books > Business & Money > Industries > Retailing

## Customer Reviews

The authors offered at best generic advice throughout the entire book. It was full of vague suggestions like, "Instill confidence in your product," and "Get people's attention by being amazing." Yes, those are actual quotes from the book, and no, the guide DID NOT provide instructions on how to instill confidence in our product or how to get people's attention by being amazing. The nineteen secrets advertised on the back is literally just a list of nineteen industry hot words with vague

definitions. I purchased this book, hopeful that the advice the authors had could establish a solid social media foundation for my company. Instead, I ended up with accounts on social media sites, and no useful way to leverage them. That I had to figure out from other sources. Here, I'll summarize the book for you: use Facebook, be patient, use Twitter, be creative, start a blog, cooperate, join LinkedIn, be confident, be amazing . . . you get the picture. If I wanted a morale boost, I would've read Tony Robbins, and if I wanted generic business advice, I would've picked up a book by Jim Rohn.

Jay Conrad Levinson has written a book of ideas that he dreamed up, but are not based on success stories, case studies or research. A small business owner would go broke trying all these ideas because there is no proof that they work, or which ideas work best. It is very easy for an author to write a book that sounds like he has some real knowledge. But very hard to document what actually works in business. This book is NOT based on reality, nor will you learn what really works in social media. I have a degree in PR with a marketing minor and have worked in the field for 20 years. I like books even if I only get one good idea, but this book is just fluff. If you really want to get it, wait 'till it's \$1.

Length: 6:46 Mins

Im using no-budget social marketing for myself and others and was excited to get my hands on this book from you-know-who. Now, feel like I ordered a Coke and got a diet Shasta soda. Guerrilla Social Media Marketing: 100+ Weapons to Grow Your Online Influence, Attract Customers, and Drive Profits

I'm 25 so I have a grasp of social media as it has been a part of my daily life since high school. I was expecting specific strategies to make connections and sustain them, but instead I got an introductory course. I wanted proven methods and promotions. I understand that social media is so new that it's all a big guessing game but this book offered me nothing at all. If you have no idea what twitter, stumble upon or flickr are then give it a read. Otherwise don't waste your time.

Upon first picking the book I was going to use for this project I was excited to read a book that I would be able to put into practical application and be able to jumpstart my current ventures into the online cloud. The Title Boast of "100+ Weapons to Grow Your Online Influence, Attract Customers,

and Drive Profits" and they surely delivered on that promise. Unfortunately this turned out to be the downfall of the book for me. Jay Conrad Levinson and Shane Gibson have written what seems to me to be an encyclopedia of social media. With 100+ ideas crammed into the 240 pages of this book it was a very fast read, but lacked in advice about how to put into practice any of the ideas it spit out at us.

At first you will be saying to yourself- I knew that! But the more you read the book the more you realize there are lots of great tips and ideas- you might have known- but never realized in your situation as a small business owner that they could help. Shipped quickly, great seller, Thanks

Social media have been expanding and evolving rapidly, so it is difficult to keep up with all social media related websites, strategies and techniques. This book has compiled a very impressive list of items to consider. It would be unrealistic to follow every one of them. The book does not offer your a ready-to-go strategy, which is impossible because such strategy depends so much on the corresponding business type. This book is also somewhat like a cookbook because one can go back to it to pick different techniques to try.

Bought the kindle fire version so i could access highlights easier. Like any book some info works for my business, some doesn't. Social media changes min by min these days, so what worked or existed 6 months ago is now outdated.this book is good to get you thinking outside the box, like most of the guerrilla books. The flaw of this book is one the print industry has to find a solution to...getting updates in the hands of consumers that have already purchased. I purchased 500 social media tips by Andrew McCarthy because his books push/allow updates to information.

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