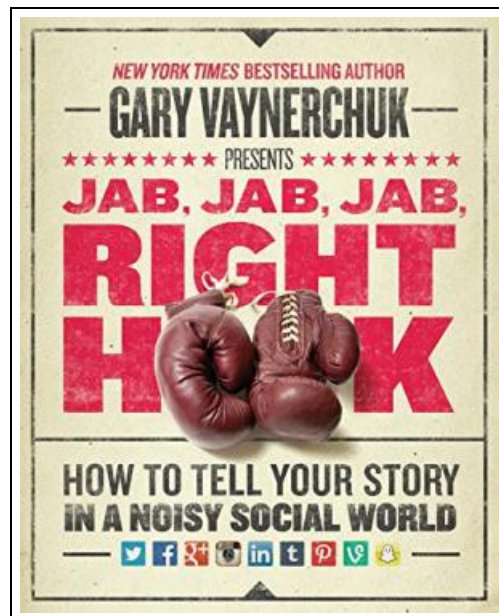


## Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy, Social World (Hardback)



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HarperCollins Publishers Inc, United States, 2013. Hardback. Condition: New. Language: English . Brand New Book. New York Times bestselling author and social media expert Gary Vaynerchuk shares hard-won advice on how to connect with customers and beat the competition. When managers, marketers, and small business owners outline their social media strategies, they plan for the `right hook`--their next campaign that will produce profits. Even companies committed to `jabbing`--creating content for consumers and engaging with customers to build relationships--still desperately want to land the powerful, bruising swing that will knock out their opponents or their customers resistance in one tooth-shattering, killer blow. Right hooks, after all, convert traffic to sales. They easily show results and return on investment. Except when they don't. In the same passionate, streetwise style his readers have come to expect, Vaynerchuk is on a mission to strengthen marketers right hooks by changing the way they fight to make their consumers happy, and ultimately to compete. Thanks to the massive change in and proliferation of social media platforms in the last four years, the winning combination of jabs and right hooks is different now. Communication is still key, but context matters more than ever. It's not just about developing high-quality content; it's also about developing high-quality content that's perfectly adapted to specific social media platforms and mobile devices. It's about truly engaging with customers, not by shouting at them over social media but by using new narrative forms particular to each different media platform--especially, though not exclusively, Facebook, Instagram, Pinterest, Twitter, and Tumblr. Jab, Jab, Jab, Right Hook is a blueprint to social media marketing strategies that really work.

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