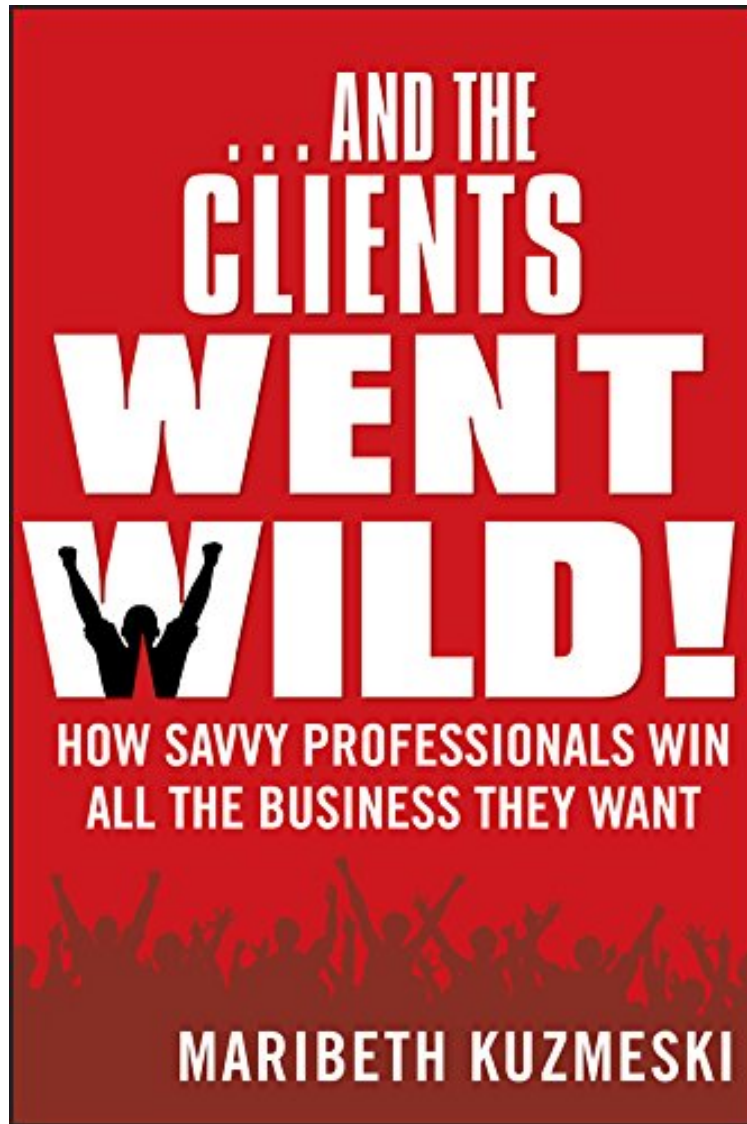


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...And the Clients Went Wild!: How Savvy Professionals Win All the Business They Want

Maribeth Kuzmeski

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Combine social media with traditional marketing techniques for breakthrough results! While social media is doing much to change the marketing landscape, it doesn't mean you have to take an either/or approach between it and more traditional methods. And the Clients Went Wild! gives you the tools to take an eclectic approach and pick the best, most wildly successful marketing methods—traditional, online, or both—to win at a given marketing goal. And, whether by means of Facebook, Twitter, streaming video, or by old-fashioned word of mouth, public relations, or personal sales skill, the goal is to win, right? Find real-life examples of success from some of today's best businesses Shows how to integrate and benefit from both traditional and new marketing methods Uses the proven business growth strategy Red Zone Marketing; as a central concept Author has proven the concepts successful in her work for numerous major clients Don't throw out tried and true marketing techniques just for the sake of the new. Do what works! Perfect your marketing mix and win with And the Clients Went Wild!

And The Clients Went Wild is Like Having a Marketing VP in a Box. --Ivana Taylor, publisher of DIYMarketers.com and President of Third Force, Inc. From the Inside Flap When you think of a great business, you often think of its clients. They're not just happy customers; they're raving fans who'll take time out of their day to tell you or anyone within range just how much they love that business. They'll line up before dawn for its latest product offering, create buzz, and treat the brand as a personal status symbol. Does your business have super-fans like this? Do you want them? If so, . . . And the Clients Went Wild! is your essential marketing toolbox for fostering the fans whose word-of-mouth will drive your growth to exponential levels. Focusing on the practical—what's worked for a wide range of businesses—and employing an eclectic mix of methods, platforms, and technologies, this go-to guide shows you five key principles for cultivating passionate and vocal clients. Access a complete playbook of techniques and approaches for connecting with clients as well as a template to build your own successful strategy. Filled with lessons drawn from various business success stories, as well as plans, worksheets, lists, and tools you can use immediately, . . . And the Clients Went Wild! reveals how: A gas station—yes, a gas station—differentiated itself and created a loyal following A highly successful small business was started with less than \$1,000 . . . and smart partnerships Product awareness goes viral in the hands of the right "connectors" Effective client communication built an entire financial services business Superior execution accomplishes marketing miracles every day Businesses get celebrity status with their customers by taking advantage of current events and hot topics You can use social media and traditional media separately and together to build excitement and win fans over There's a difference between feeling okay about a business and feeling complete, wild enthusiasm for it. If you want your customers to talk up your business at every opportunity, generate lasting word-of-mouth and highly valuable referrals . . . And the Clients Went Wild! is the only marketing playbook you need. Start using its proven game plan today, and discover just how powerful your biggest fans can be! From the Back Cover Praise for *AND THE CLIENTS WENT WILD!* "My firm works with hundreds of high-level leaders in the healthcare industry. And I've discovered that the best way to influence busy people is to craft clear, targeted, cut-to-the-chase messages and repeat them again and again in various ways. Maribeth Kuzmeski has this formula down pat. Whether you're seeking to grow a company or to deepen and strengthen relationships with existing clients, her book is a must-read." Quint Studer, CEO and founder of Studer Group, bestselling author of *Results That Last* "The best hands-on book on contemporary marketing I've seen. Highly recommended!" Alexander Hiam, author of *Marketing For Dummies*; "As an entrepreneur who specializes in financial services, I recommend this book to any professional who desires to attract, versus chase, quality prospects and clients. The principles that Kuzmeski talks about are timely and relevant, and her playbook provides the concepts and strategies to help you differentiate yourself in today's competitive marketplace." Lou Cassara, CLU, ChFC, CEO of The Cassara Clinic, coach and consultant, author of *From Selling to Serving: The Essence of Client Creation*