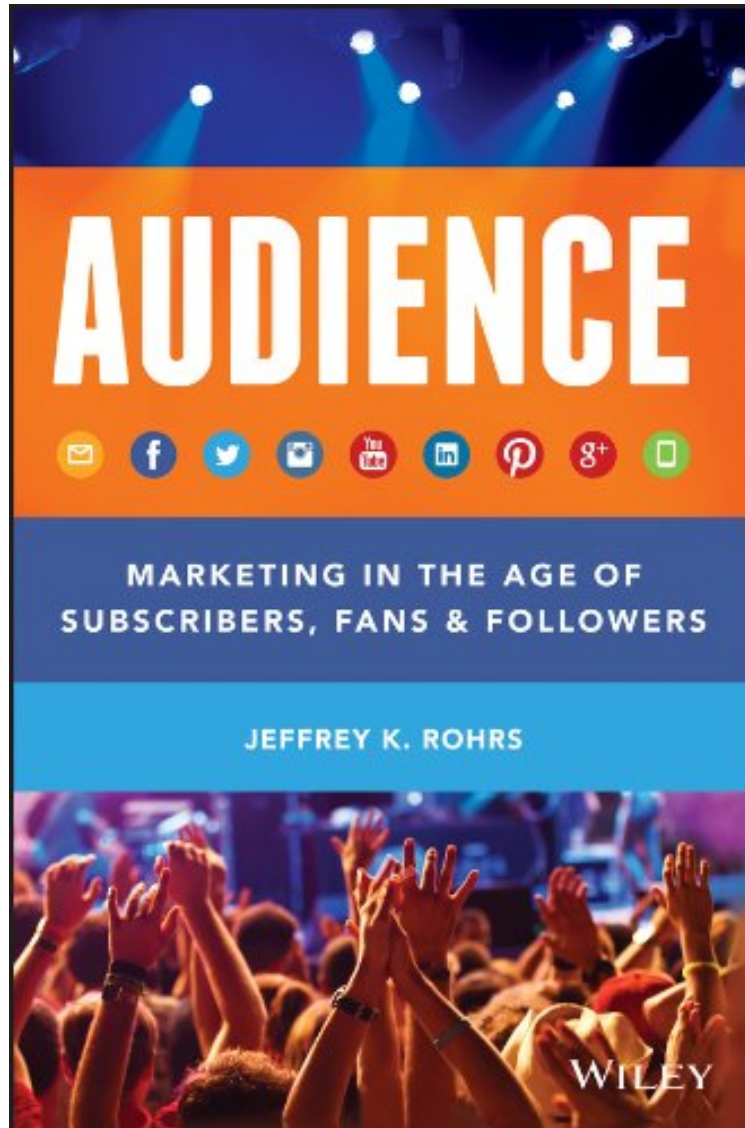


(Download free pdf) Audience: Marketing in the Age of Subscribers, Fans and Followers

# Audience: Marketing in the Age of Subscribers, Fans and Followers

*Jeffrey K. Rohrs*

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**Jeffrey K. Rohrs : Audience: Marketing in the Age of Subscribers, Fans and Followers** before purchasing it in order to gage whether or not it would be worth my time, and all praised Audience: Marketing in the Age of Subscribers, Fans and Followers:

2 of 2 people found the following review helpful. Highly recommended primary reading for an MBA courses in social mediaBy Jim BarryFor academics, Jeffrey Rohr's Audience should be seriously considered as the primary text for an MBA-level course in social media marketing. The author, Jeffrey Rohrs, nails the concepts covered in a curriculum aimed at transitioning traditional marketing to marketing in the age of subscribers, fans followers. More importantly, the structure of the book is well integrated around audiences, as opposed to searchable content and social platforms, as

a company's key asset. The book, in my opinion, qualifies academically as the best primary reading for MBA level courses. The recommendation is based on the following: 1.) Jeffrey's formula for discovering, engaging and capturing proprietary audiences offers a great baseline in which to introduce marketing in a social era. But rather than the typical topic progression from developing channels, searchable content, and social organizations, the author builds the entire market strategy around the development of proprietary audiences as manifested in cultivated audience seekers, amplifiers and joiners. In so doing, students understand why, how and where content and social media fits into an enterprise-wide marketing plan. 2.) As readers are exposed to the goal of proprietary audience development from seekers through joiners, every social platform, channel and media format is covered with a sense of purpose. This alleviates the struggle professors have in dealing with SoLoMo, search, and content hairballs. As a bonus, each chapter ends in a detailed channel summary. This is a refreshing change from the typical "let's learn about social networking and content" before we dive into strategic initiatives. The latter often makes it difficult for professor to engage in critical thinking exercises until midway through the course. 3.) Many credible insights are provided on proprietary audience development. The author goes into great detail on the keys to balancing paid, earned and owned media that are taken from successful entertainers as well as well documented empirical evidence. 4.) Organization of the book is perfect for an MBA curriculum. Each chapter ends in a strategic foundation with email being the bedrock audience. More than just describing best practices, each chapter leaves a strategic message like using a website as a magnetic center; making things personal with Facebook; and capturing audiences on the go with apps. What may seem like an obvious course of action is often ignored in textbooks. The Seeker-to-Amplifier-to-Joiner framework, for example, gets students to focus more on audience goals and market opportunities than gaining proficiency in tool and social tactics. 5.) The book is highly current on the role of mobile apps, influence marketing, visual dominance and popular platforms used today. 6.) The book offers many case examples, strategy mapping and roadmaps to use as frameworks for students to follow in their audience strategies. Some of the frameworks fit well into critical thinking capstone projects and evidence of learning outcomes. 7.) Topics are sequenced in a learn-as-you-go format starting with proprietary audience rationale and progressing through audience channel development and the building of an audience roadmap. 8.) The book is easy to digest. It is one of the few on this topic where I could not put it down.

1 of 1 people found the following review helpful. Valuable read for marketers and personal brands

"Audience is the bedrock upon which every business is built." That golden nugget is the thesis of the book. All audiences are not created equal. Rohr maintains that marketers too often circumvent the harder work of building a proprietary audience and defer to a third party alternative. He writes, "It will always be far easier to call your media buyer, rattle off some target demographics, and rent audience attention than it will be to command your own." Building a proprietary audience helps you deliver the right message to the right person at the right time. Building a proprietary audience takes work. Rohr uses a Bruce Springsteen quote to drive the point home: "Audience is not brought to you or given to you; it's something that you fight for. You can forget that, especially if you've had some success." We fail to develop our own audiences for a number of different reasons. Rohr maintains that marketers are more focused on channel strategies than audience growth strategies—a critical error. Also, marketers focus on what Rohr calls "fossil fuel channels" or traditional marketing methods that rely on the reach of third parties that may or may not find the people we need. Audiences are made up of differing segments: seekers, amplifiers, and joiners. Our marketing plans must include content for each group. The book offers valuable insight into the interaction habits and motivations of each group. Make sure your marketing efforts are about more than selling products. What should the goals be? They are distilled in Rohr's Audience Imperative: "Use you paid, owned, and earned media not only to sell in the short term but also increase the size, engagement, and value of your proprietary audiences over the long term." The book is a good read. There is a section on value equations that might be bumpy for some, but overall the subject is timely and the content is helpful. The author also breaks down some of the major channels (websites, email marketing, Facebook, Twitter) and how they can help build your audience.

3 of 3 people found the following review helpful. Audience is a Must Have!

By Kyle Lacy I have spent the past two years working with Jeff Rohrs on the research series, Subscriber, Fans, and Followers, and I know first hand the brilliance behind the man. The Audience Imperative is one of the more pressing strategies for any business looking to transform the way they "do marketing." The "audience" is going to be one of the more valuable assets to any business in the years to come and this book gives you the tactics and tools necessary to realize audience growth success. If you are a business owner, executive, manager or marketer I highly recommend this book. This is one step beyond social, email and mobile. It is the next step in marketing technology and strategy.

Proprietary audience development is now a core marketing responsibility. Every company needs audiences to survive. They are where you find new customers and develop more profitable relationships. And yet, most companies today treat their email, mobile, and social media audiences like afterthoughts instead of the corporate assets they are. With AUDIENCE, Jeff Rohrs seeks to change this dynamic through adoption of The Audience Imperative. This powerful mandate challenges all companies to use their paid, owned, and earned media to not only sell in the short-term but also increase the size, engagement, and value of their proprietary audiences over the

long-term. As content marketing professionals have discovered, the days of "build it and they will come" are long gone. If you're looking for a way to gain a lasting advantage over your competition, look no further and start building your email, Facebook, Google, Instagram, mobile app, SMS, Twitter, website, and YouTube audiences to last.

From the Inside Flap Most companies are still taking one step forward and two steps back in their customer relationships because they don't understand how to build and engage a long-term online audience. The new job every marketer must learn is "Proprietary Audience Development." Audience is a manifesto; a "call to arms" that every marketer can deliver to their C-Suite in order to permanently put an end to "spammy" digital marketing and social media strategies that may gain a few quick sales but lose a long-term audience. This powerful mandate challenges all companies to treat their email, mobile, and social audiences like the corporate assets they are. In AUDIENCE, author Jeff Rohrs establishes The Audience Imperative for every company: to use your paid, owned, and earned media to not only sell in the short-term but also increase the size, engagement, and value of proprietary audiences over the long-term. To gain a lasting advantage over your competition, look no further than your email, Facebook, Google, Instagram, mobile app, SMS, Twitter, website, and YouTube, where you can start building audiences that last. Through research data and case studies, this book details how marketers can gain a competitive advantage with proven strategies, including how to: Embrace "Hybrid Marketing" to squeeze more value from "Fossil Fuel Marketing" (i.e., paid media) Build "renewable energy sources" (owned email, mobile, and social audiences) that provide long-term competitive advantage Create your own Proprietary Audience Development strategy Market with the Red Velvet Touch: Serve the individual, honor their preferences, deliver relevant content, surprise them with access, and delight them with your company's humanity Test and evolve your efforts on an ongoing basis Every company needs audiences to survive. They are the source of new customers and more profitable relationships. It's time to restructure your marketing efforts to serve your most important asset. Master the art and the science of Proprietary Audience Development. From the Back Cover "A highly practical book, Audience details the why-to and how-to of building your own brand's 'proprietary audience' of potential customers, supporters, fans, and advocates. Jeff Rohrs has written a succinct, to the point, and extremely useful book that should be on every marketer's desk today." — Don Peppers and Martha Rogers, PhD, coauthors of Extreme Trust: Honesty as a Competitive Advantage "This is a strategic book, a plea to recognize (before it's too late) the value of earning audience engagement. In many ways, it's the latest chapter following the line of thought I introduced in Permission Marketing." — Seth Godin, author "During a time of unprecedented change, volatility, and innovation, marketers would do well to rethink their obsession with quantity (eyeballs, impressions, likes) and, instead, focus on quality (human beings, employees, customers). Audience reminds, challenges, and inspires us to prioritize, connect, and truly engage." — Joseph Jaffe, author of Flip the Funnel and Z.E.R.O. "This is the book I've been waiting for because it ignites a conversation that businesses desperately need to have. To be a 'publisher' in our social and digital world means that your audience matters more than ever—and is the key to your success. An audience for your content is your biggest marketing asset, and Jeff's book shows you not just why, but how to serve, honor, and delight the people in your audience—first, and relentlessly." — Ann Handley, Chief Content Officer, MarketingProfs; coauthor of Content Rules "Without attention and connection, you've got a big pile of nothing—especially in social media and digital marketing. This book provides a unique and thorough analysis of the real motivations of the most important people to your company: your audience. Read it." — Jay Baer, New York Times best-selling author of Youtility: Why Smart Marketing Is About Help not Hype "So many brands out there create content without a clear business goal. Jeff Rohrs has the answer: build loyal subscribers. This book will transform your content marketing strategy. Buy it, use it, and pass it on to your CMO." — Joe Pulizzi, founder, Content Marketing Institute; author of Epic Content Marketing About the Author JEFFREY K. ROHRS is a recovering attorney, life-long Cleveland sports fan/victim, and piper of common-sense marketing advice. As VP of Marketing Insights for ExactTarget, a salesforce.com company, he co-created and produces the award-winning SUBSCRIBERS, FANS FOLLOWERS Research Series—the world's first and longest-running examination of consumer relationships with brands through email, mobile, and social channels.