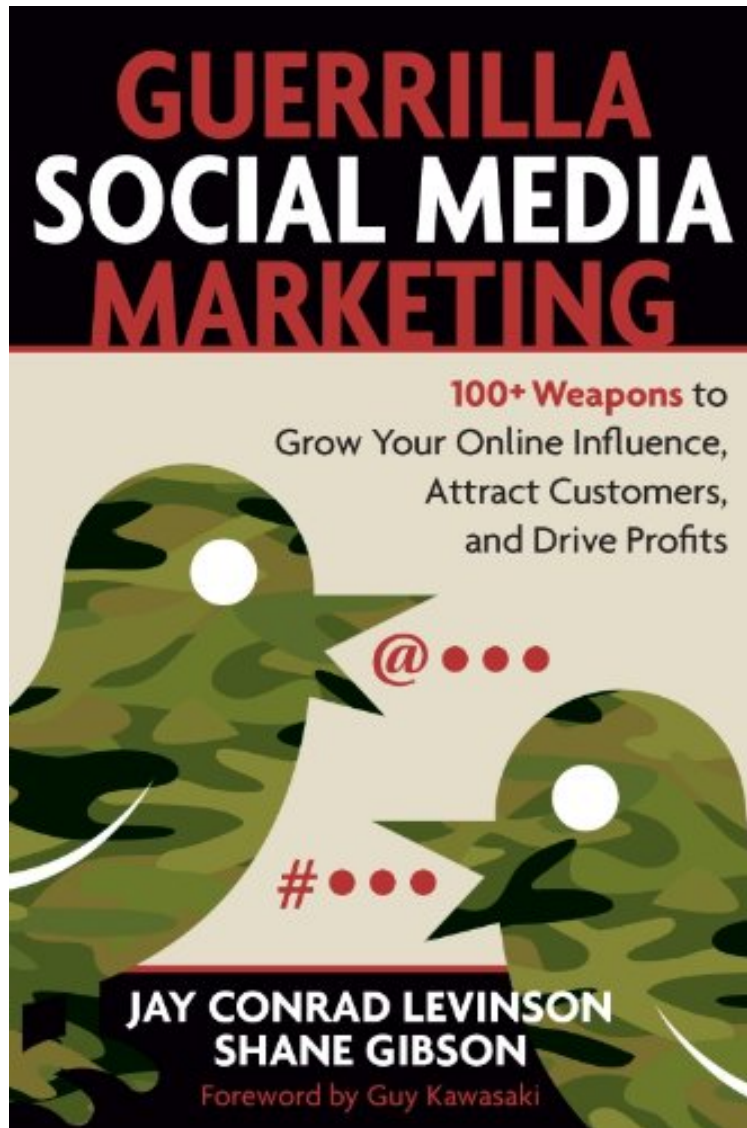


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Equipping you with action plans, implementation steps and more than 100 marketing weapons, Jay Conrad Levinson, The Father of Guerrilla Marketing, and social media expert Shane Gibson teach you how to combine the timeless principles of guerrilla marketing 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, yoursquo;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 guerrillarsquo;s go-to guide learn how to employ a social media plan that earns attentionand profits!

About the Author Jay Conrad Levinson is the author of the best-selling marketing series in history, ldquo;Guerrilla Marketing.rdquo; His books have sold more than 20 million copies worldwide and have influenced marketing so much that they appear in 62 languages. Today, Guerrilla Marketing is most powerful brand in the history of marketing, listed among the 100 best business books ever written, and is a popular website at www.gmarketing.com. Shane Gibson is an international speaker, and author who has addressed over 100,000 people over the past sixteen years on stages in North America, Southern Africa and South America. He is in high demand as a keynote speaker on the topics of social media and sales performance. With his background in sales performance Shane brings a unique results focused approach to social media marketing.