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Adam Metz

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Adam Metz : The Social Customer: How Brands Can Use Social CRM to Acquire, Monetize, and Retain Fans, Friends, and Followers before purchasing it in order to gauge whether or not it would be worth my time, and all

praised *The Social Customer: How Brands Can Use Social CRM to Acquire, Monetize, and Retain Fans, Friends, and Followers*:

1 of 1 people found the following review helpful. Easy Read, Very Practical Guide on Modern CRM By Mike Davidson Excellent, clear book with very actionable information. Also very clear direction. I'm sure the other book by Paul Greenberg (*CRM at the Speed of Light* 2009) is an excellent book as well for its target market (of CRM practitioners) but for CRM beginners like me (despite being an experienced social media marketing practitioner), I found the Greenberg book very difficult to understand with its CRM jargon; and didn't know what to do with his mentions of different software companies (it made me even more lost and confused); although eventually I got it in the end. With Metz' book, however, I got and understood everything straight away and even *feel* like a CRM expert now! (Of course, I can't claim to be one after just reading the book!). However, it could also be that I understood Metz quicker because I had already read Greenberg's book and was therefore already "pre-educated" by Greenberg before reading Metz. (So perhaps I found Greenberg more confusing because I was still a 'virgin' in CRM). Both are good books and I recommend this book as well as Greenberg's *CRM at the Speed of Light*. 3 of 3 people found the following review helpful. Passes The Acid Test By Stuart McFaul Other reviewers have written very thoughtful and incisive observations about Adam's terrific book; I agree with them all, especially with the notation that this is a "Bible for Social CRM." It really should be on every social media practitioner's desk, from junior to senior. The "acid test" for the book (for me) has been the reaction of the three people to whom I've given a copy (yes, I'm that impressed); all three of these folks are experienced social media consultants. Their response? "I'd love to give this to my clients so they could understand the value we're bringing to them." "This reminds me of all the things we could -- and should -- be doing." and (my favorite): "This is the book I wish I'd written if I had one damn minute and was that smart." My carry-away? If you're not a social media consultant, read it to understand what social media can do for you; if you are a consultant, give one to your clients... it'll make you look smarter. 2 of 3 people found the following review helpful. Great Book With Unfulfilled Promises By Mr. Ted Schachter I bought this book on with some reluctance because I read so many valid Social Media Marketing/Content Strategy/Listening/Etc books and I was not sure what more this Author could add. The word that got me hooked to buy was "customer." Let me say that I DO NOT regret purchasing this book. It is a terrific read filled with information that is actionable and different from other books. Yes, the required social media consultant slogans are there "you do not own the conversation" "you must be comfortable with consumers speaking back" "deal with it or perish", "if only ____ company would have checked with their community, ____ disaster would have been avoided." The book's value is in it's mature approach to defining real costs associated with social media. It is not free. It outlines the importance of using dashboards and suggests how and even recommends a few. Yes they are the mainstream ones, but they are mainstream because they are good. And you need one. I especially liked the fact that Metz exposes the importance of owning the data which you can't do on a Facebook page. So why only 3 stars? Because the book promises: "Readers we did something really cool in this book. In a few dozen places, there are words in the text that are outlined LIKE THIS. To download the bonus content -- cool stuff like whitepapers, presentations, videos, mp3s or even conference ticket discounts -- just go to our website and look for the MetzBox." quoted from Introduction Page xxi But there is no Metz Box. There is no bonus content. There is only the highlighted text in the book. There is also a references in the text to material that you will never get to see or be able to download. I asked Metz about this on his Facebook Page (The Social Concept) and although the response was timely it lacked in the Social Media Transparency he so evangelizes in his book for his clients. Here is the response: "We decided to 86 that functionality for now. Complex reasoning, email me for details." Email me for details? I guess it is a super secret as to why. But why not put it on the Company Website that the functionality has been 86ed? Why promise something and then not deliver? Isn't that the whole point of Social Media and Marketing? To keep a promise? That is what a Brand is! A product that keeps its promise. The book is a good informative read. And, without the downloaded material promise I may have given it 5 stars, but now it is worth 3. And I keep wondering how Mr. Metz can advise clients when he himself does not practice what he preaches?

"The social customer is your NEW customer. And if you don't recognize it, they will be someone else's new customer. Adam Metz presents a clear, concise game plan for attracting them, connecting with them, and keeping them. Don't just buy this book: invest in the content. Actually, invest time to implement the content." — JEFFREY GITOMER, author of *The Little Red Book of Selling and Social BOOM!* "This book connects two key dots in the customer equation: knowing why your customers uniquely do business with you and taking actions that cause them to repeat that choice more frequently." — RICH BLAKEMAN, sales vice president, Miller Heiman, from the Afterword "I've seen the future of marketing and it delivers in less than 300 pages. Adam Metz's *The Social Customer* makes a compelling case for revolutionizing your thinking about how you connect and build a relationship with your customer in a fashion that shrinks your marketing team and amplifies the love the world feels for you and your product. Not easy stuff, and, done the wrong way, it's dangerous." — CHIP CONLEY, founder of Joie de Vivre Hospitality and author of *PEAK: How Great Companies Get Their Mojo from Maslow* About

the Book IF you look at the people who follow your company via social media simply as "social media users," you're missing a much bigger picture. They are, above all, your customers—and as such, they have a multitude of needs. But without the right social media strategy, they might not remain your customers for long. Adam Metz is prized by clients and online fans for his understanding of what makes both companies and their customers click—and how social media can get them in sync and drive revenue. In *The Social Customer*, he teaches you all you'll need to know to transform your business—not just on the Web but across the board. Even if Facebook and Twitter were to disappear tomorrow, these are the fundamentals that will always apply—whatever the technology and whatever the social media. You'll learn: How to transform your brand into a coveted "Social Object" Where your brand currently stands with your social customers—and how to mobilize your customers to get the word out The "The Ten Commandments of Social Customer Relationship Management" How to harness the power of collaboration How to delight your customers and win loyalty through individualized Treatment What terms like "Social Marketing" and "Social Sales Insights" really mean—and why they can be vital to business success Metz also includes anecdotes, case studies, and outside-the-box inspiration from branding innovators—ranging from upstart punk bands to absolute giants like Burger King and SAP—all designed to keep you thinking critically, creatively, and with the kind of flexibility that will keep your social customers engaged as your company grows.

About the Author Adam Metz is the VP of Business Development at Metz Consulting where he has consulted with nearly 100 companies on how to acquire, manage, monetize, and retain customers from the social Web. Metz lives in Oakland, California.