



Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World

By Gary Vaynerchuk

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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. A mash-up of the best elements of *Crush It!* and *The Thank You Economy* with a fresh spin, *Jab, Jab, Jab, Right Hook* is a blueprint to social media marketing strategies that really works.

When managers and marketers outline their social media strategies, they plan for the “right hook”—their next sale or campaign that’s going to knock out the competition. Even companies committed to jabbing—patiently engaging with customers to build the relationships crucial to successful social media campaigns—want to land the punch that will take down their opponent or their customer’s resistance in one blow. Right hooks convert traffic to sales and easily show results. Except when they don’t.

Thanks to massive change and proliferation in social media platforms, the winning combination of jabs and right hooks is different now. Vaynerchuk shows that while communication is still key, context matters more than ever. It’s not just about developing high-quality content, but developing high-quality content perfectly adapted to specific social media platforms and mobile devices—content tailor-made for Facebook, Instagram, Pinterest, Twitter, and Tumblr.

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Bibliography

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Editorial Review

From the Back Cover

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.

About the Author

gary vay*ner*chuk has captured attention with his pioneering, multifaceted approach to personal branding and business. After primarily utilizing traditional advertising techniques to build his family's local retail wine business into a national industry leader, Gary rapidly leveraged social media tools such as Twitter and Facebook to promote Wine Library TV, his video blog about wine. Gary has always had an early-to-market approach, launching Wine Library's retail website in 1997 and Wine Library TV in February of 2006. His lessons on social media, passion, transparency, and reactionary business are not to be missed!

Users Review

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This *Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World* book is not ordinary book, you have after that it the world is in your hands. The benefit you receive by reading this book is information inside this guide incredible fresh, you will get facts which is getting deeper you read a lot of information you will get. This specific *Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World* without we know teach the one who examining it become critical in pondering and analyzing. Don't end up being

worry Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World can bring any time you are and not make your bag space or bookshelves' grow to be full because you can have it in the lovely laptop even mobile phone. This Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World having excellent arrangement in word and also layout, so you will not sense uninterested in reading.

Beth Kelly:

Information is provisions for individuals to get better life, information nowadays can get by anyone from everywhere. The information can be a knowledge or any news even a concern. What people must be consider when those information which is inside former life are hard to be find than now is taking seriously which one is suitable to believe or which one the particular resource are convinced. If you get the unstable resource then you obtain it as your main information we will see huge disadvantage for you. All of those possibilities will not happen within you if you take Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World as the daily resource information.

Fred Scott:

In this era which is the greater individual or who has ability to do something more are more important than other. Do you want to become among it? It is just simple solution to have that. What you are related is just spending your time almost no but quite enough to experience a look at some books. One of several books in the top listing in your reading list is definitely Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World. This book which can be qualified as The Hungry Mountains can get you closer in turning out to be precious person. By looking way up and review this guide you can get many advantages.

Lowell Decoteau:

Many people said that they feel fed up when they reading a publication. They are directly felt the item when they get a half elements of the book. You can choose the book Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World to make your current reading is interesting. Your personal skill of reading talent is developing when you including reading. Try to choose easy book to make you enjoy to see it and mingle the impression about book and looking at especially. It is to be very first opinion for you to like to wide open a book and read it. Beside that the guide Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World can to be your new friend when you're truly feel alone and confuse using what must you're doing of the time.

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