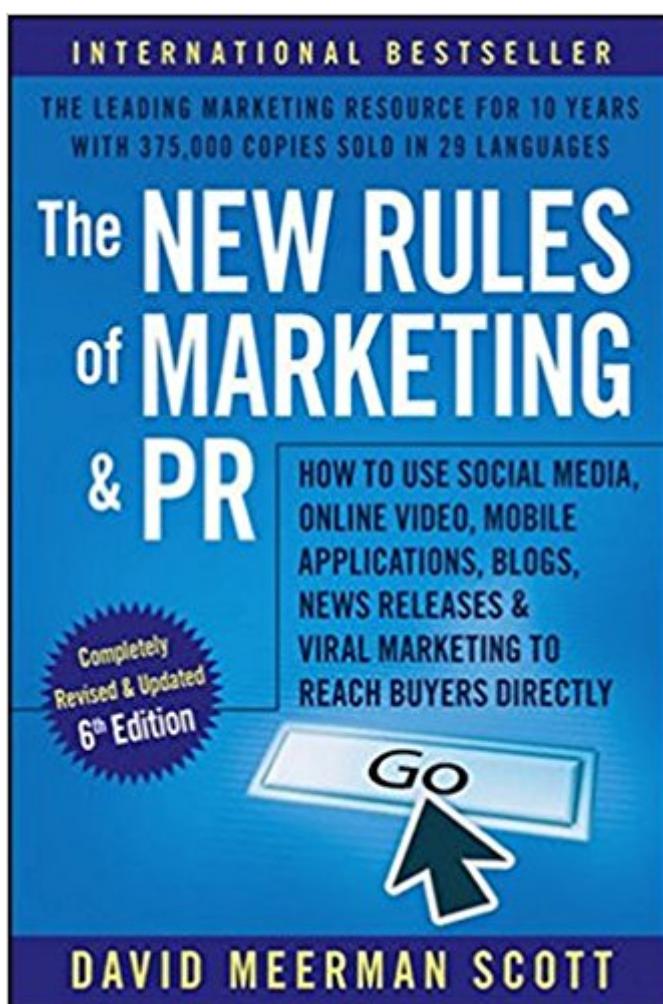


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# The New Rules Of Marketing And PR: How To Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, And Viral Marketing To Reach Buyers Directly





## Synopsis

The international bestseller—now in a new edition When it comes to marketing, anything goes in the Digital Age, right? Well, not quite. While marketing and public relations tactics do seem to change overnight, every smart businessperson knows that it takes a lot more than the 'next big thing.' The New Rules of Marketing & PR is an international bestseller with more than 375,000 copies sold in twenty-nine languages. In the latest edition of this pioneering guide to the future of marketing, you'll get a step-by-step action plan for leveraging the power of the latest approaches to generating attention for your idea or your business. You'll learn how to get the right information to the right people at the right time—at a fraction of the cost of traditional advertising. The Internet continues to change the way people communicate and interact with each other, and if you're struggling to keep up with what's trending in social media, online videos, apps, blogs, or more, your product or service is bound to get lost in the ether. In The New Rules of Marketing & PR, you'll get access to the tried-and-true rules that will keep you ahead of the curve when using the latest and greatest digital spaces to their fullest PR, marketing, and customer-communications potential.

Keeping in mind that your audience is savvy and crunched for time, this essential guide shows you how to cut through the online clutter to ensure that your message gets seen and heard. Serves as the ideal resource for entrepreneurs, business owners, marketers, PR professionals, and non-profit managers Offers a wealth of compelling case studies and real-world examples Includes information on new platforms including Facebook Live and Snapchat Shows both small and large organizations how to best use Web-based communication Finally, everything you need to speak directly to your audience and establish a personal link with those who make your business work is in one place.

## Book Information

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## Customer Reviews

A NEW EDITION OF THE MODERN MARKETING CLASSIC! The pioneering guide to the future of marketing, *The New Rules of Marketing & PR*, has been updated and revised to retain its place as the top marketing and public relations book available. For professionals, entrepreneurs, business owners, professors and students alike, this completely revised and updated sixth edition offers actionable strategies that can be implemented immediately. Inside you'll find new case studies—including on the 2016 presidential election; the latest on new media platforms, such as Snapchat and Facebook Live, and more tried-and-true ways for businesses of any size to use free, web-based communications to connect with countless new customers while turning old ones into fierce advocates for their products and services. "When I read *The New Rules of Marketing & PR* for the first time, it was a 'eureka' moment for me at HubSpot. David nailed the fundamental shifts going on in the buyer-seller relationship and wrote the classic text to help marketers take advantage of them." —Brian Halligan, CEO, HubSpot; coauthor of *Inbound Marketing* "David is informative, entertaining and inspiring! No one knows more about new ways to reach buyers. The groundbreaking strategies in this book reinvent the way entrepreneurs engage the marketplace and grow business." —Tony Robbins "This excellent look at the basics of new-millennial marketing should find use in the hands of any serious PR professional making the transition." —Publishers Weekly (starred review) "The New Rules of Marketing & PR presents a vision of how marketing is done today and in the future. Shunning the old and ineffective methods of the past, David Meerman Scott shows us how the new world of social media and real-time marketing are changing the business landscape; and most importantly; how your company can leverage these insights to bring them to the forefront of your market." —DR. David S. Ricketts, Innovation Fellow, Technology and Entrepreneurship Center at Harvard (TECH)

DAVID MEERMAN SCOTT is the author of ten books including *Real-Time Marketing & PR*, *The New Rules of Sales & Service*, and *Newsjacking*. David's popular blog, advisory work with fast-growing companies, and speaking engagements around the world give him a singular perspective on how businesses are implementing new strategies to reach buyers directly and in real time.

I am a marketing professional, and this is the book I don't want my clients to buy! I was a journalist for many years and then worked in a government PR position and in both capacities was inundated with tons of useless expensive PR junk assembled by Madison Avenue PR firms at great cost to their clients. I laughed at nearly all of it. I wish I had saved it to show my current clients as examples of how NOT to spend their money. When I read the first edition of this book back in 2009 it was like a recognition of everything I knew and practiced. It was also a validation of my beliefs about the junk I was receiving when I worked in journalism and government. Fast forward four years and times have changed even more, to the point that I found I needed help sorting through all the options now available, especially blogs and social media. Like the first edition, the second edition of this book is my favorite reference book. No telling how much money it's helped me make for me and my clients.

In the book *New Rules of Marketing and PR*, author David Meerman Scott provides a roadmap for all those who need either an introductory lesson or a refresher course in the ever-changing world of digital marketing and online public relations. The book begins by giving readers an insightful forward from Robert Scoble, a veteran public relations professional with decades of experience working for global companies like Google. Once the ride through the chapters begins, Scott explains why keeping up with the latest trends in public relations may be the best job security you can have. In the social media age, a public relations practitioner must be able to manage the image and content of their employers in both the physical and digital worlds. In the early chapters, Scott goes through each of the major social media platforms such as Facebook, Twitter, Foursquare and LinkedIn. Scott explains the pros and cons of each platform and how a savvy practitioner can build their audience by following a few simple steps. Most importantly, Scott explains that we should look at each social media site as a tool to use like a wrench or hammer to express ideas and build an audience. Scott warns us not to get too infatuated with the platform itself because today's hottest social media site could be tomorrow's MySpace. The title of Scott's book may be simple, but is reflective of a movement in marketing and communication that has changed all the old rules and finally let the laymen have a seat at the grown up table. In the first chapter, Scott makes a convincing case for the need for new rules by describing his experience with looking for a car online. Scott brilliantly states that the big three automakers were addicted to the "crack cocaine of marketing". Scott's easy going approach makes technical subjects like target audiences, SEO, and long-tail marketing seem understandable. The best feature of *New Rules* in my opinion was the way Scott layered each chapter like a cake so that everything you learn in chapter 2 builds on what you learned in chapter 1. For example, the first chapter explains the old rules of marketing and PR, the second chapter

follows up with the new rules- you get the point. Many marketing books fill the first five or so chapters with information you already know or audacious promises that you are about to change your life with the secret information revealed in the next chapter. Scott wastes no time and gets straight to the goods in *New Rules*. Scott's commitment to informative simplification makes this book an easy, fun and useful read. A highlight of the early chapters is the section on long-tail marketing. This principle teaches us that while marketers previously competed to reach customers in the center of the bell curve, now they chase the niche customers on the long tails of the market. When Scott explains how a small online book retailer used this technique to become a juggernaut, readers are pulled in for the rest of the ride through the chapters. By the way, that little book retailer was .com! As the reader journeys further down the rabbit hole with Scott, you learn about how to reach the consumer directly and bypass the gatekeepers. Scott breaks down blogging and podcasting, how these tools are useful and how even the most computer illiterate person can blog with the best of them- with the *New Rules*. Scott's lessons and rules to the game are easy to understand and help educate those willing to learn how they can become the most valuable person in their marketing and PR departments. Another great feature of the eBook version of *New Rules* is the fact that you can highlight any term and research it further. Furthermore, the end of each chapter has links that take you to extra content online. Scott even gives away a template for readers to help develop their own marketing strategy. Scott's generosity makes this book seem even more credible and user-friendly. As the book winds to a close, Scott covers topics like content-rich websites and how to become a global entity even if you're a small, local business. However, the jewel of the entire book may be chapter 10 which focuses on marketing and PR in real time. The skills and insight delineated in the previous chapters culminate in this chapter. According to Scott, social media really is beneficial when you can catch a wave of searches or web traffic. If you can tie your service or product to a trending topic it can pay off large dividends. In conclusion, Scott has written a great book that is useful to both the novice and senior-level strategist. This book is a roadmap to PR stardom for the willing and ambitious. I recommend it for all public relations practitioners "in-training" and veteran practitioners who need a little retraining on the *New Rules* of Marketing and PR. For more insight on PR: Follow me on Twitter: [@prgroovetheprgroove.wordpress.com](http://@prgroovetheprgroove.wordpress.com)

As David Meerman Scott explains very well and detailed in his book "*The New Rules of marketing & PR*", companies have the possibility to reach out directly to consumers through the new media, without necessarily gaining attention of journalists, traditional gatekeepers of information for the masses, or buying expensive ads on radio, TV and print outlets. In an easy-to-read and entertaining

way, David gives a complete round up on the use of social media, online video, mobile applications, blogs, news releases and viral marketing techniques to reach the buyers directly. I found very interesting the concept of "buyer persona", the buyer profile every company should come up with before to decide the communications strategy. Indeed, very important thing is to focus time and money on those platforms and channels where the buyer personas for a specific product are. There are too many tools out there, a marketer should pick just the ones that matter for that company. I would recommend this book to all the PR and marketing pro that want to get an overall description of the challenges and new opportunities marketers face with new media. Highly recommended.

David's book has totally opened my eyes to the potential of the internet for marketing, I was completely unaware of the possibilities until I came across this magnificent book. Our company has always grown through word-of-mouth; The New Rules showed me that the techniques he advocates are word-of-mouth on steroids. I can truly say that we have tapped into a gusher. The book is well laid out, and well written. It is not full of technical jargon or programing-ese; those would have scared me away. In fact, the book steers the reader into use of services and applications that are incredibly user-friendly. I am amazed that the social networking tools he got me using were so well integrated and thoughtfully designed. This book is nothing short of transformative. But caveat emptor: While David leaves no stone unturned helping the reader understand and use social networking, the real work is up to the reader to set things up, and to provide valuable content for users. Thomas Mulholland[...]

This was a good book with a lot of practical points. I learned a lot and was able to implement many of the strategies as I went along in the book. At times the amount of information became overwhelming however, but one thing the author said is use only the strategies that work for my business. In other words, "Take the meat and leave the bones."

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