



No Bullshit Social Media: The All-Business, No-Hype Guide to Social Media Marketing

By Jason Falls, Erik Deckers

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The In-Your-Face, Results-Focused, No-“Kumbaya” Guide to Social Media for Business!

Facts, statistics, real-world case studies, and rock-solid metrics Stop hiding from social media--or treating it as if it's a playground. Start using it strategically. Identify specific, actionable goals. Apply business discipline and proven best practices. Stop fearing risks. Start mitigating them. Measure performance. Get results. You can. This book shows you how. Jason Falls and Erik Deckers serve up practical social media techniques and metrics for building brands, strengthening awareness, improving service, optimizing R&D, driving better leads--and closing more sales. “Conversations” and “communities” are wonderful, but they're not enough. Get this book and get what you really want from social media: *profits*. Think social media's a passing fad? Too risky? Just a toy? Too soft and fuzzy? Not for your business? Wake up! It's where your customers are. And it ain't going away. Does that suck? No. It doesn't. Do social media *right*, and all those great business buzzwords come true. *Actionable*. *Measurable*. And...wait for it...here comes the big one. *Profitable*. *Damn* profitable. Want to know how to do it right? We'll show you. And, yeah, we know how because we've *done* it. This is the bullshit-free, lie-free, fluff-free, blessedly non-New-Age real deal. You're going to learn how to use social media to deliver absolutely killer customer service. How to R&D stuff people actually want. Develop scads of seriously qualified leads. You'll figure out what you want. You know, the little things like profits, market share, loyalty, and brand power. You'll figure out how to measure it. And then you'll *go get it*. One more thing. We know what scares you about social media. Screwing up (a.k.a., your mug on the front page of *The Wall Street Journal*). So we'll tell you what to do so that won't happen. Ever. No B.S. in this book. Just facts. Metrics. Best practices. Stuff to warm the hearts of your CFO, CEO, all your C-whatevers. And, yeah, you. So get your head out from under the pillow. Get your butt in gear. *Let's go make some money*.

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Editorial Review

"A book like this deserves a no bullshit testimonial: The social media world is so full of it, I really didn't think anybody had the guts to put out a book like this on it. If someone tells you social media is crap, throw this book at them and demand they read it." --**Scott Stratten**, international bestselling author of *UnMarketing: Stop Marketing. Start Engaging* "Jason and Erik don't screw around with wishy-washy theories or starry-eyed notions. If you're looking for sound advice on how to use social media to grow your business (and who isn't?), this book is your guide."--**David Meerman Scott**, bestselling author of *Real-Time Marketing and PR: How to Instantly Engage Your Market, Connect with Customers, and Create Products that Grow Your Business Now* "I've been famously quoted as saying, '99.5% of social media experts are clowns,' but watching Jason over the course of the last five years makes me feel pretty confident that he's in the other .5%."--**Gary Vaynerchuk**, cofounder, VaynerMedia; author of *The Thank You Economy* "Jason and Erik are the real deal. They blend heartfelt sincerity with technical know-how and experience. This book gives you a lot to chew on, and if you let it, gives you a serious step up on your competition." --**Chris Brogan**, coauthor of *Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust* "Finally, a book that hits the topic of social media in a way that makes it real, practical, and important."--**John Jantsch**, author of *Duct Tape Marketing and the Referral Engine* "Social media marketing can drive real business results and *No Bullshit Social Media* delivers straight-talking guidance to help brands succeed."--**Peter Kim**, chief strategy officer, Dachis Group "Forget everything you thought you already knew about social media marketing. Chuck it. Start over. Then, turn to page 1 of Falls and Deckers's *No Bullshit Social Media* guide and learn from the masters." --**Todd Defren**, principal, SHIFT Communications; blogger, PR-Squared "Deckers and Falls crystallize the relevant aspects of social media marketing in an exciting and informal way. Not just for marketing types, *No Bullshit Social Media* is a must-read for anyone who has a passion to grow their business by learning how to listen and dialog with their customers."--**Scott Applebee**, vice president marketing, Travelpro International, Inc. "Finally! A no-nonsense marketing book from guys deep within the social media trenches. This book is a must-read for any business that's struggling with social media marketing."--**Michael A. Stelzner**, CEO, SocialMediaExaminer.com; author of *Launch: How to Quickly Propel Your Business Beyond the Competition* "I punched the wall with enthusiasm after reading this book! No joke. This is the best bare-knuckled approach to social media marketing I have ever read. Erik and Jason tell it to you straight. Every CEO, entrepreneur, and business professional should read this book and spit out the BS!"--**Kyle Lacy**, author of *Branding Yourself and Twitter Marketing for Dummies* "Pop! Finally a book that bursts the hype balloon around social media and delivers a real recipe for how to use it to actually build your business. Falls and Deckers call out the fools and phonies and pull no punches while doing so. This book delivers clear-headed, no-nonsense, proven advice that you'll gobble up like candy--especially if you're a doubter about the whole social media craze."--**Jay Baer**, coauthor of *The Now Revolution: 7 Shifts to Make Your Business Faster, Smarter, and More Social* "Jason Falls and Erik Deckers waste no words getting right to what works and what doesn't. You couldn't find two more qualified people to deliver the clear story on how social media can grow your business--using the speed and reach of the Internet to make real relationships. Buy this book now!"--**Liz Strauss**, brand strategist, community builder, founder of SOBCon "Ripping off a Band-Aid never feels good, but that is exactly what Falls and Deckers do as they cut right to the point and tell you exactly how your company needs to approach social media if it wants to be successful. No kissing your boo-boo in this book!"--**C.C. Chapman**, coauthor of *Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business* "Stop. Put this book down! Step away from the book. Honestly, we'd prefer that you not read this book. We're quite happy to continue to run laps around your business, and the last thing we need is for you to start trying to satisfy your customers by applying what you'll learn here."--**Joe Sorge**, entrepreneur, small business owner,

burgerwhisperer, coauthor of *#TwitterWorks: Restaurant 2.0 Edition: How social media built a restaurant, a pizza truck and thousands of relationships* “*No Bullshit Social Media* advances and distills Jason and Erik’s unique and thought-provoking insights about why, and how, we should use what they so simply demonstrate is the most powerful marketing tool available to businesses today--social media.”--**Kevin Taylor**, aka @telecomtails; former president, Chartered Institute of Public Relations; founder, Robertson Taylor PR; European lead for Global Results Communications "Many business leaders are still trying to understand the value of social media communication. Falls and Deckers take the key questions and challenges head on, back them up with examples, and spare you the frustrating jargon and hyperbole. If you're an executive trying to get your arms around social or need your boss to better understand, this book is the place to start." --**Amber Naslund**, VP Social Strategy, Radian6; coauthor of *The Now Revolution: 7 Shifts to Make Your Business Faster, Smarter, and More Social* “Kick-ass straight-talk about how social media has emerged core to businesses' bottom line success. A must-read, with no holds barred.”--**Stacy DeBroff**, CEO and founder, Mom Central Consulting "This is a book I'm excited about. Not just because it sounds straightforward (that 'No Bullshit' thing!), but because it is. Social media isn't all Rainbow Brite, snuggly puppies, and big group hugs. It's real. It's actionable. It works. So what are you waiting for?"--**Ann Handley**, chief content officer, MarketingProfs; coauthor of *Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business* "Jason and Erik offer something often in painfully short supply in the social media world: business sense. No kumbaya, no fluffy talk about engagement or conversation, just real advice crafted with business needs and a bottom line in mind."--**Christopher Barger**, senior vice president of global programs, Voce Connect ““Yes you can!,’ President Obama’s slogan from his first presidential election campaign, is an apt label to apply to Jason Falls and Erik Deckers’s treatment of social media and its dynamic place in business and marketing. Falls and Deckers pepper their book with credible case studies to illustrate the compelling differences social media marketing can make to any business, large or small. *No Bullshit Social Media* offers you actionable insights that will help you believe that you, too, can realize benefits that social media marketing can bring to your business.”--**Neville Hobson**, ABC (Association of Business Communicators); copresenter, the *For Immediate Release* podcast series “Jason Falls and Erik Deckers continue to deliver ‘Pristine and Straight Arrow Insights’ into social media marketing. Their book *No Bullshit Social Media* is just that: no B.S. This book is common sense from cover to cover!”--**Ramon De Leon**, social media visionary and international speaker, Domino’s Pizza Chicago “In an era when everyone from kids to grandparents has mastered social media, too many business people are still asking, ‘Do I dare?’ This no-B.S. read says loudly and clearly, ‘Hell, yes!’ It’s a smart, succinct combo of why to and how that persuasively pounds home its social-media premise: ‘You better play, or you’re gonna pay.’” --**Bruce Hetrick**, president and CEO, Hetrick Communications "Enough of the excuses! No more saying that you don't 'get' social media or that you're too old/out of date/not geeky enough to use today's tools to market your business. Get off your butt, buy this book, and start growing! 'Nuff said."--**Sarah "Intellagirl" Smith-Robbins**, PhD, Director of Emerging Technologies, Kelley Executive Partners at Indiana University; Marketing faculty, Kelley School of Business, Indiana University "Social media has changed the rules of how products and services are marketed, forever! In this book, Jason and Erik throw stone-cold facts at the reader and force you to open up to new forms of ROI." --**Arjen Strijker**, founder, Somesso.com

About the Author
Jason Falls is a consultant, speaker, strategist, and thinker in the world of digital marketing and social media. He is the owner of Social Media Explorer, a social media consulting service, as well as Exploring Social Media, a learning community. He works with corporate clients, developing and managing their social media and PR strategies. He is a highly sought-after speaker, traveling around the country to speak to various trade associations, conferences, and corporate groups. **Erik Deckers** is the co-owner and vice president of creative services of Professional Blog Service, a ghost blogging and social media agency. His company works with both small businesses and large corporations. Erik has been blogging since 1997, and he speaks widely on social media topics for personal branding, business, crisis communication, and citizen journalism. He is also a newspaper columnist and award-winning playwright.

Users Review
From reader reviews:

Nathan Lawhorn: Do you have favorite book? When you have, what is your favorite's book? Reserve is very important thing for us to know everything in the world. Each guide has different aim as well as goal; it means that reserve has different type. Some people truly feel enjoy to spend their the perfect time to read a book. They can be reading whatever they have because their hobby is reading a book. How about the person who don't like reading through a book? Sometime, individual feel need book when they found difficult problem or maybe exercise. Well, probably you will need this No Bullshit Social Media: The All-Business, No-Hype Guide to Social Media Marketing.

Anna Vinci: Book is actually written, printed, or descriptive for everything. You can realize everything you want by a book. Book has a different type. As you may know that book is important matter to bring us around the world. Next to that you can your reading expertise was fluently. A publication No Bullshit Social Media: The All-Business, No-Hype Guide to Social Media Marketing will make you to always be smarter. You can feel a lot more confidence if you can know about everything. But some of you think which open or reading a new book make you bored. It is not necessarily make you fun. Why they could be thought like that? Have you searching for best book or suitable book with you?

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