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Return on Influence: The Revolutionary Power of Klout, Social Scoring, and Influence Marketing

By Mark W. Schaefer

McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 215 pages. Dimensions: 9.1in. x 6.2in. x 0.9in. Winner of a Choice Magazine Outstanding Academic Title Award! We are on the cusp of a marketing revolution. And it is being led by you. *Return on Influence* is the first book to explore how brands are identifying and leveraging the world's most powerful bloggers, tweeters, and YouTube celebrities to build product awareness, brand buzz, and new sales. In this revolutionary book, renowned marketing consultant and college educator Mark W. Schaefer shows you how to use the latest breakthroughs in social networking and influence marketing to achieve your goals through: In-depth explanations of the sources of online influence and how they can work for or against you. Interviews with more than 50 experts, including tech blogger Robert Scoble, influence author Robert Cialdini, and industry thought leaders such as Mitch Joel, Jay Baer, and Christopher S. Penn. An insiders look at the controversial social scoring company Klout and its process for assigning influence numbers to everyone. Practical, actionable tips to increase your own personal power and online influence. More than a dozen original social influence marketing case studies. Even if you already use social media platforms such as Facebook,...



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