



# 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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### **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**

**From reader reviews:**

**Marcus Galvan:**

Have you spare time for a day? What do you do when you have considerably more or little spare time? Yeah, you can choose the suitable activity regarding spend your time. Any person spent their own spare time to take a go walking, shopping, or went to the particular Mall. How about open or read a book titled *Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World*? Maybe it is to be best activity for you. You know beside you can spend your time with your favorite's book, you can wiser than before. Do you

agree with the opinion or you have other opinion?

**Catherine Branch:**

This Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World book is absolutely 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 e-book incredible fresh, you will get info which is getting deeper an individual 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 realize teach the one who examining it become critical in considering and analyzing. Don't always be worry Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World can bring if you are and not make your tote space or bookshelves' turn out to be full because you can have it with your lovely laptop even cellphone. This Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World having fine arrangement in word as well as layout, so you will not experience uninterested in reading.

**Charles Felton:**

The particular book Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World will bring you to the new experience of reading a new book. The author style to elucidate the idea is very unique. If you try to find new book you just read, this book very suited to you. The book Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World is much recommended to you to read. You can also get the e-book from official web site, so you can more easily to read the book.

**Janice Wilson:**

A lot of people always spent their free time to vacation or even go to the outside with them loved ones or their friend. Do you know? Many a lot of people spent these people free time just watching TV, or maybe playing video games all day long. In order to try to find a new activity that's look different you can read a book. It is really fun for you personally. If you enjoy the book that you just read you can spent the entire day to reading a e-book. The book Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World it is extremely good to read. There are a lot of those who recommended this book. These people were enjoying reading this book. If you did not have enough space to develop this book you can buy the actual e-book. You can m0ore simply to read this book from your smart phone. The price is not too costly but this book features high quality.

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