



No B.S. Guide to Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide to Producing Measurable, Monetizable Results with Social Media Marketing

Dan S. Kennedy , Kim Walsh-Phillips

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To avoid grabbing every business owner he meets by the shoulders and shaking them, millionaire maker Dan S. Kennedy has joined with marketing strategist Kim Walsh-Phillips to help business owners, private practice professionals, and professional marketers start making dollars and cents of their social media marketing.

Daring readers to stop accepting non-monetizable “likes” and “shares” for their investment of time, money, and energy, Kennedy and Walsh-Phillips urge readers to see their social platforms for what they are—another channel to reach customers and gain leads and sales for their efforts. Illustrated by case studies and examples, this No B.S. guide delivers practical strategies for applying the same direct- response marketing rules Kennedy has himself found effective in all other mediums.

Covers:

- How to stop being a wimp and make the switch from a passive content presence into an active conversion tool
- How to become a lead magnet by setting up social media profiles that focus on the needs of ideal prospects (not the product or service)
- Creating raving fans that create introductions to their networks
- How to move cold social media traffic into customers
- The role of paid media and how to leverage social media advertising to drive sales

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Marketing Dan S. Kennedy , Kim Walsh-Phillips**

From Reader Review No B.S. Guide to Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide to Producing Measurable, Monetizable Results with Social Media Marketing for online ebook

Nate Gadzhibalaev says

This might make sense if you're running a small business and you're completely new to marketing with quantitative goals.

Otherwise, skip it.

Darren says

Making money from social media marketing is the key objective the authors emphasise in this book, instead of rushing about trying to get “likes” and “shares” that might sound nice and impressive but it does not necessarily put money in the bank. Getting a direct response, something that delivers an action and hopefully a monetary boost to the business through social media activity is key.

It was an interesting read that is hardly controversial; yet perhaps it is as far too many social media experts still overly focus on the visibility and shareability of a company’s presence on social media. It can be important and desirable, but it should not be the most important goal. Many do fail to see past the seductive number of clicks and shares.

The book felt quite giving and open, encouraging the reader to plough through the advice on offer which, it must be said, is a lot more than what the title may imply you are getting. It provides a good, considered look at the whole social media marketing sector although it will not be a “how-to guide” to making a profile with the customary stream of advice about timetabling your content and so forth. What the book can do is help focus your existing presence and make it more powerful, actionable and beneficial. You just need to take a leap of faith. It is better to have a few thousand engaged social media followers who will be buying your products or services, than ten times as many people who just like your funny cartoons but never will contribute to your bottom line.

This is not a hard read, but it is not an easy read. That is not a contradiction. The text flows with ease, the ideas can be transported into your mind without any significant obstruction; it is just that you may be reconfiguring elements of your company strategy and rewiring your thought processes as you go and when you start to see an entirely new way forward it can be a very consuming affair.

Considering the book’s low price and the message it is advocating, it can be a very good investment for those who can admit that they may need a nudge into the right direction.

Natalya says

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Gina says

I received this book from NetGalley. It could easily have been edited down to half the length. Even though the book claims to be a No BS Guide nearly half the book is just blather and puffery. The book is more memoir and opinion than tip filled guide. There were some interesting facts and figures and a few useful questions as well as some marketing definitions but overall not a whole lot of useful tips.

Jessica says

There might have been some decent information in this, but the tone of the authors was so incredibly negative. It felt toxic to even read, I made it halfway before I realized it just wasn't worth it.

Jerry says

This book has some good advice for the small business owner managing their social media marketing. Following are some examples.

“If it's not going to get me results, I am not going to do it.”

“You can't go to the bank and deposit likes, views, retweets, viral explosions, social media conversations, or brand recognition. They want real money.”

“The basics of Effective Marketing

1. There will always be an offer.
2. There will be a reason to respond right now.
3. There will be clear instructions.
4. There will be tracking and measurement. (measure and monitor daily)
5. There will be follow-up.
6. Results rule. Only results matter.”

“A giant market is only useful to someone with a giant wallet.

Many marketers are reasonably clear about their WHAT but woefully unclear about their WHO, thus their WHAT is often wrong. What is unique about my best customers?”

“If you are sharing other people's content more than 10% of the time, stop.”

“In the local market, the business with the most positive Google reviews gets the new customers. You should have a review attraction process that gets you 10 or more 5-star reviews per month.”

“Be careful of using negative key words in your ads and web page, it might get you a high ranking on a search of negative keywords.”

Email: write like it is 1-on-1 to one person not a corporate broadcast. “Write every one of your marketing

emails like it's a personal communication and focus entirely on the reader of the email." Goal of the subject line is to get them to open it; subject must be entertaining, engaging or invite curiosity. Periodically purge your email list of people who have not opened an email in 90 days. This keeps your open rate up and keeps you in good standing with email providers. Test in small batches, don't assume you know best.

"Marketers talk too much about themselves. Think about the pain points of the end user or the person you're trying to reach."

"Print newsletter subscribers are much more loyal and way, way, way less fickle than online-only audiences."

"The number-one reason leads don't turn into sales is due to lack of follow-up."

"18% of prospects are ready to buy right now; 82% of prospects take greater than three months to make a buying decision; 61% ...greater than one year..."

A new way of selling: Ari Galper

"Principle 1: Let go of the traditional sales goal of 'making the sale,' and replace it with a new goal: to discover the truth of your potential client's situation.

Principle 2: Stop defending yourself.

Principle 3: End the chasing game."

Rather than always be closing and saying "How about we set up a time to discuss next steps?" say:

"Where do we go from here?"

"Does it make sense to..."

"Would you be open to..."

"Is there anything I can do to make you more comfortable about how we might be able to work together?"

Anna Cardoso says

Limited to Facebook and Google. Hey what about other channels???

Many retired examples, but there are some interesting points

Patricia Abrams says

Social Media Marketing advice from someone who doesn't even use it himself? Mostly focuses on how to use Facebook Ads and not even in a truly effective manner. Wasn't worth the read.

Mark Manderson says

I'm a big fan of Dan Kennedys work as easy to read, incorporate, and continue.

Top takeaways:

You must thoroughly follow up on every lead or customer.

Split test and track.

Gives a ton of examples of what's worked for him and what hasn't.
