



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

*Jason Falls, Erik Deckers*

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

- Detailed techniques for increasing sales, profits, market share, and efficiency
- Specific solutions for brand-building, customer service, R&D, and reputation management
- 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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