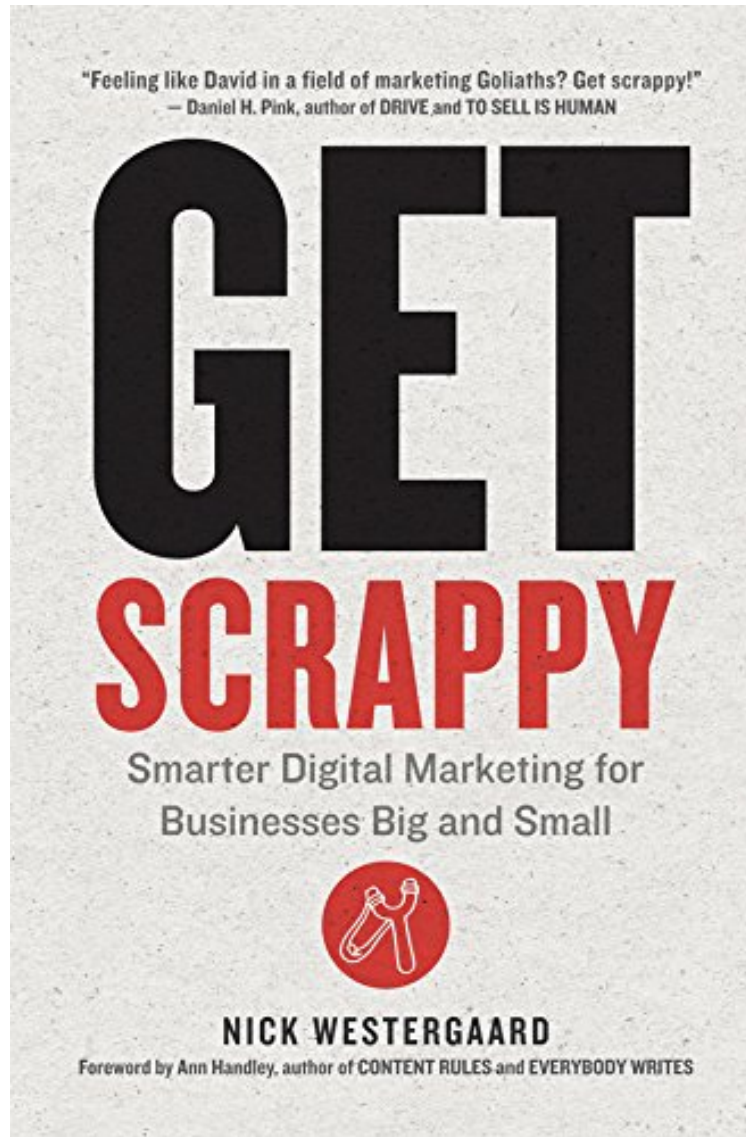


[Library ebook] Get Scrappy: Smarter Digital Marketing for Businesses Big and Small

# Get Scrappy: Smarter Digital Marketing for Businesses Big and Small

Nick WESTERGAARD

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**Nick WESTERGAARD : Get Scrappy: Smarter Digital Marketing for Businesses Big and Small** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Get Scrappy: Smarter Digital Marketing for Businesses Big and Small:

3 of 3 people found the following review helpful. Great marketing is more about brains than budget By Ann M. Handley Full disclosure: I wrote the foreword to "Get Scrappy." But I agreed to write it only because I truly believe that "Scrappy" delivers a necessary perspective for marketers. I talk frequently to marketing teams of all sizes -- from 1

to hundreds -- who hail from companies of all industries. And the two things they all share are 1) a feeling that Marketing is increasingly complex, and 2) they don't have enough budget. (No one EVER has enough budget!) Nick Westergaard's book delivers a prescription to focus on what matters (and not get overwhelmed by the complexity). And it helps you figure out how to get things done no matter the depth of your pockets (and without going insane). Because great marketing is more about brains than it is about budget!

3 of 3 people found the following review helpful. Think Of It As A Map For The Road Less Traveled By GMC Intire Irsquo;ve been evaluating trends and refining my small business marketing solutions for the last decade. Without a doubt, every individual, organization, thought leader, and influencer has been focused on one thing and one thing only: THE CUSTOMER. How people want to be served in the Digital Age is literally 180 degrees from the way products and services were marketed in the Industrial Age. Yet, to this day, few organizations have actually chosen to embrace the changes of this new marketing reality. In GET SCRAPPY, Nick Westergaard not only explains the how and why the trends have evolved, but he also provides readers with no-nonsense strategies for staying ahead of the massive waves of change in the marketing and PR worlds. If yoursquo;re like me, yoursquo;ve been reading white papers, following influencer blogs, and subscribing to the RSS feeds of thought leaders for a long time, constantly seeking the next new idea that will give you an advantage. Unfortunately, the volume of noise designed to acquire your/our attention is becoming overwhelming. Do yourself a favor and take Nick's advice: Grab a highlighter, pen and notebook... Find a nice quiet place to relax... and GET SCRAPPY. Yoursquo;ll be amazed at how quiet your world becomes when you have a plan.

2 of 2 people found the following review helpful. Modern digital, disruptive marketing approaches can be the great equalizer! By Randall Byrne Excellent book that should give small business owners or even startups the confidence to realize they can compete with larger competitors or market leaders using some creative thinking and modern marketing techniques. The author is somewhat provocative, yet accurate and effective with his message - that with the many tools/techniques that are now available, marketing done properly with modern approaches/tools does not have to be expensive and in some cases, having a small budget can be an advantage in that it incentivizes a marketer to be creative. In the end, the book provides a valuable/helpful framework for an SME to follow in order to challenge bigger competitors.

"This book...will help you take your marketing to the next level without having to increase your budget a dollar" -- Inc. Mashable Best New Marketing Books to Read in 2017 Selected by Oracle Marketing Cloud as a Top 15 Marketing Book for 2016 Irsquo;s an exciting time to be in marketing: The Internet, social media, and content marketing are powerful equalizers, resetting the playing field for businesses large and small. Yet, it's also a challenging time, with much work to do and an ever-changing array of platforms, features, and networks to master -- all on a tighter budget than before. Don't get discouraged, get scrappy! Shattering the myth that only big brands can do big things, Get Scrappy will help you: Demystify digital marketing in a way that makes sense for your business Do more with less Build a strong brand with something to say Find inspiration in unexpected places Create relevant and engaging content and promote it via Twitter, Facebook, and other channels Integrate strategy and message across touchpoints for a unified brand experience -- both online and off Spark dialogue with your community of customers Measure what matters The result is a reliable, repeatable system for reinventing your marketing as marketing reinvents itself. Featuring frameworks, hacks, tips, idea starters, and more, Get Scrappy is the map you need to take your marketing from good to great.

"hellip;demystifies digital marketing so that it will make sense to and for any business hellip;.with lots of good examples, the book shows businesses exactly how to do more with less." --Retail Observer "hellip;offers a framework I like with lots of practical guidance on how to evaluate possibilities, overcome obstacles, and generate measurable results." --Martin Zwilling, Forbes.com "Don't be surprised if your copy quickly becomes a highlighted, sticky-noted mess hellip;and lands on your shelf of go to resources." --Lead, Follow...or Get out of the Way "...distills a realm of marketing know-how into chunks even a small organization can capitalize on." --Online Searcher "hellip;packed with practical tips and relatable examples and case studies to will help you take your marketing to the next level without having to increase your budget a dollar." --Inc "hellip;this is a must-read. Learn how to maximize your budget and make smarter choices to grow awareness of your brand." --Inc "...provides an entire system for scrappy marketing, starting with the steps you can't miss...a practical guide to helping you achieve big results on a small budget." --Mashable From the Inside Flap Marketing is changing rapidly. Don't get frustrated. Get scrappy. The Internet, social media, and content marketing are powerful equalizers. And while that's exciting, it's also a challenging time to be in marketing: with so much work to do and an ever-changing array of platforms, features, and networks to master -- all on a tighter budget than before. Think only big brands with big budgets can do big things? Think again! More than budget or staff size, what matters most is attitude. Nick Westergaard, a digital marketing expert who has helped countless businesses of all sizes develop their big-brand presence, knows that with a scrappy mindset even the leanest marketing team can generate powerhouse results. In Get Scrappy he'll show you how to: bull; Think like an underdog -- driven, strong-willed, persistent bull; Do more with less -- and

meet your goals bull; Build a strong brand with something to say bull; Find inspiration and ideas in unexpected places bull; Develop helpful blog posts and videos bull; Reach people effectively and efficiently with social media bull; Use questions to spark conversations and content bull; Integrate your strategy across touchpoints for a unified brand experience both online and off bull; Measure what mattersmdash;and focus your effort on what works Your result will be a reliable and repeatable system for reinventing your marketing, even as marketing reinvents itself. With its practical frameworks, hacks, tips, idea starters, and more, Get Scrappy is the easy-to-follow guide that can make your marketing consistently great. Nick Westergaard is chief brand strategist at Brand Driven Digital, where he helps build better brands at organizations of all sizesmdash;from small businesses to Fortune 500 companies to the Presidentsquo;s Jobs Council. An in-demand speaker at conferences throughout the world, he also teaches branding and marketing at the University of Iowa and hosts the popular On Brand podcast. Connect with Nick online at NickWestergaard.com and on Twitter and other social media @NickWestergaard. From the Back Cover ldquo;Are you feeling like David in a field of marketing Goliaths? Get scrappy! Organizations of any size can use the principles in this book to stretch their digital marketing reach.rdquo; mdash; Daniel H. Pink, author of Drive and To Sell Is Human ldquo;Nick understands that sooner or later, itrsquo;s all marketing, and because the internet is everywhere, sooner or later, everything you do shows up online. This book will help you think hard about the choices yoursquo;ll need to make as you seek to make an impact.rdquo; mdash; Seth Godin, author of Unleashing the Ideavirus ldquo;The most practical book there is about guerrilla marketing in the social era; Nick Westergaard offers sound, strategic advice that will work for any and every business.rdquo; mdash; Jay Baer, President of Convince Convert and New York Times bestselling author of Youtility ldquo;Good marketing isnrsquo;t about expensive ad campaigns or jumping on the latest social bandwagon. Whether your company is a Fortune 500 behemoth or a nascent startup, Nick Westergaardrsquo;s detailed advice about how to Get Scrappymdash;and do more with lessmdash;is certain to improve your business.rdquo; mdash; Dorie Clark, author of Stand Out and Reinventing You, and Adjunct Professor, Duke Universityrsquo;s Fuqua School of Business ldquo;Therersquo;s never been a better time to grow your business by getting scrappy. Today buyers research companies, products, and services on the Web first and you can reach them at precisely the right moment . . . for free! Nick shows you how and he does it in an endearing style.rdquo; mdash; David Meerman Scott, bestselling author of The New Rules of Marketing and PR ldquo;Get Scrappy presents an elegantly simple approach to getting the most out of the two marketing resources no business ever has enough of: time and money. Get Scrappy isnrsquo;t just a formula for success. It is a mindset designed to deliver bigger results with less stuff.rdquo; mdash; Andrew M. Davis, author of Brandscaping and Town Inc.