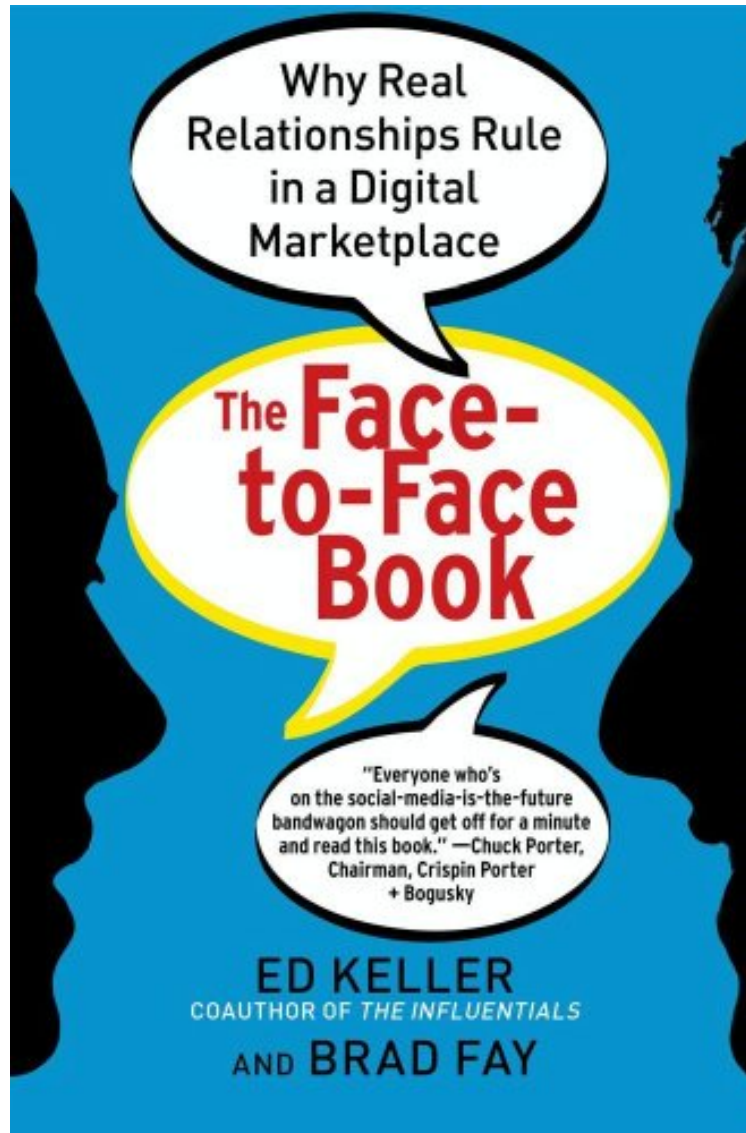


The Face-to-Face Book: Why Real Relationships Rule in a Digital Marketplace

Ed Keller, Brad Fay

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Ed Keller, Brad Fay : The Face-to-Face Book: Why Real Relationships Rule in a Digital Marketplace before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Face-to-Face Book: Why Real Relationships Rule in a Digital Marketplace:

0 of 0 people found the following review helpful. Online is the tip of the Social Media iceberg By Mario J. B. da Cruz Social media extends far beyond the likes of Facebook and Twitter. The authors show how these are just recent appendages to media that include product reviews, instant messaging, telephone and face-to-face

conversations. Moreover, the authors outline an approach to marketing and innovation that begins with a commercial idea that spreads across many media. The essential element is that the idea is talkworthy and we understand consumer motivations to learn about products and share this knowledge. I've been interested in social media and word of mouth behavior for more than a decade. I bought this book when I had a chance to meet the authors, and it was well worth reading. The book has convincing data that show where to find the value behind the social media hype, as well as examples of how to harness the power of all social media, not just the tip of the iceberg.

0 of 0 people found the following review helpful. Not Just About Facebook...By Customer

If you're looking for research-based guidelines for both the emerging trends in the Social Media channel (what's working AND what's not) as well as a comprehensive overview of what works in advertising today, this is the book for you. Keller and Fay have summarized six years of tracking consumer conversations, both on- and off-line, and linking both to consumer advocacy, influence, and ultimately purchase intention. The authors offer a number of case studies illustrating strategies that worked (typically when social media has been viewed as a communication channel and used in conjunction with other media as part of a holistic media plan) as well as those that haven't worked (i.e. when social media was regarded as the cure-all silver bullet that would replace all other forms of media). But to think this book is all about what most of us think of when we hear the terms "social media" would be selling this book short. Keller and Fay's focus is primarily the reemergence of word of mouth marketing WOMM and the things companies can do to get people, particularly influential people, talking about their brand and/or product. While on the surface that sounds like a slam dunk for platforms like Facebook and Twitter, their analysis goes deeper than just information dissemination to the heart of what really makes the cash register ring - meaningful and persuasive conversations and recommendations about brands and products. The authors discuss many companies that attempt to create buzz and advocacy in this book including Facebook, Twitter, LinkedIn, Klout, Tremor/Vocalpoint, House Party, and others spanning multiple dimensions of word of mouth marketing. And the examples they use illustrate the point that some product categories will be served more effectively through social channels than others.

If you're looking for a book to get you up to speed on what's working and what's important in the social space and where online can and will fit it (and perhaps more importantly how it probably won't fit), I doubt there's a better book on the market today.

0 of 0 people found the following review helpful. Face to Face, not on Facebook

By A. Gupta

Ed Keller has been writing and enlightening people about Word of Mouth Marketing, even before Facebook existed. This book is a timely reminder to marketers, who continue to run like headless chickens after every new shiny media, that the magic recipe is still the same- find remarkable facts and stories about your product or brand and share them with the right people. Even products which have not changed for years have golden nuggets which have not been uncovered/shared with the public (did you know a glass of Guinness has less calories than a glass of Orange Juice). The book also makes the compelling (but common sensical) case for the oldest form of social media- people talking to people, which is lost in the whirlwind of digital social media. The story (what is being said) and the People (who is talking) are the killer app in Word of Mouth marketing, not the social media platform. This book reminds us that if we get these two right, the results will follow. Whether the marketers- brand owners as well as agencies- embrace this authentic and effective form of marketing remains to be seen. It is after all a far cry from expensive video shoots and glitzy awards, which the madmen love.

Asit Gupta

CEO, Advocacy

The world's preeminent word-of-mouth marketing experts demonstrate how in-person social networking, not online marketing, is the secret to soaring revenues. Even in today's digital world, 90 percent of recommendations that lead to consumer action happen offline. In *The Face to Face Book*, marketing gurus Ed Keller and Brad Fay reveal the secrets to harnessing this power, showing readers how they can spread the word about their products and brands faster than the speed of Facebook and with far greater impact. The number of brand-related social networking conversations is relatively minor when compared to the billions that take place across America via offline channels—face-to-face discussions at home, in the workplace, book clubs, youth sports, parent groups—anywhere people come together and spend time talking. Keller and Fay present this myth-busting assertion and then build their central arguments on their extensive and ongoing proprietary market research. They shine a light on the unrivaled power of in-person social networking, giving readers the tools they need to influence the marketplace and win the battle of brand advocacy that leads to soaring sales. Readers will learn how to make their brand talkworthy, identify "influencers" who get the conversation started, create media plans that will maximize word of mouth, provide talking points to keep the conversation going, and much more. Compelling case studies based on interviews with top marketing executives from Toyota, Dell, General Mills, Procter Gamble, and others that are unleashing the power of consumer conversation to drive demand help Keller and Fay make the authoritative case that face-to-face communication remains the single most powerful marketing tool companies can use.

"Ed Keller and Brad Fay in their book *The Face-to-Face Book* provide us with strong evidence that in today's high tech digital world, face-to-face real relationships matter most. This book with its simple and compelling message, does not so much as take us back to the basics but into the future of marketing with the basics." (2013 Berry-AMA Book

Prize for the Best Book in Marketing, American Marketing Association)"Marketing experts Keller and Fay, of the Keller Fay Group, argue that the move toward electronic social networking does not—and cannot—replace good old word-of-mouth. Using numerous examples and case histories of successes and failures, Keller (coauthor of *The Influentials*) and Fay focus on the 'social' in social media, and suggest that producing conversations, interactions, and social influence should be the objective of marketing. The authors offer ideas that marketing professionals ought not to ignore." —Publishers Weekly "The Face-to-Face Book is another don't-miss-it read. . . . [T]he detailed examples will hammer home the duorsquo;s main point, over and over: All media is social media. Insights about what makes brands talk-worthy, the role of positive and negative word-of-mouth, rethinking your brandsquo;s influential, and the best routes to earned and owned media are straightforward and helpful." —MediaPost "Finally, a book that shows the full picture of the impact of the word of mouth and marketing done right—both offline and online. Keller and Fay's critical finding is that 90 percent of conversations still happen offline, and that those conversations are more positive and more credible than conversations that happen in social media. One of the most important messages, to me, is that we need to think about social consumers and what motivates them. This means finding out the stories that people tell (online and offline) and where our brands fit; target the right conversations and build relationship with advocates. Social marketing is about people, not technology." —Huffington Post "Everyone who's on the social-media-is-the-future bandwagon should get off for a minute and read this book." —Chuck Porter, Chairman, Crispin Porter + Bogusky "Ed Keller and Brad Fay have tapped into the secret of becoming a must-have brand: It's the word you spread in the real, rather than virtual, world that matters." —Jean Chatzky, financial editor of NBC's Today show and bestselling author of *Make Money, Not Excuses* "Ed Keller and Brad Fay have tapped into the secret of becoming a must-have brand: It's the word you spread in the real, rather than virtual, world that matters." —Jean Chatzky, financial editor of NBC's Today show and bestselling author of *Make Money, Not Excuses* "See why despite the hype, social media is not always so shiny and definitely not so new. *The Face-to-Face Book* is the real word-of-mouth book." —Jon Bond, CEO of Big Fuel and cofounder of Kirshenbaum Bond + Partners "Word-of-mouth is a topic all businesses should understand, and no one has better data on consumers' face-to-face conversations than Ed Keller and Brad Fay. Before you jump on the social media bandwagon, be sure to read this book." —Jonah Berger, Marketing Professor, The Wharton School "Word-of-mouth is a topic all businesses should understand, and no one has better data on consumers' face-to-face conversations than Ed Keller and Brad Fay. Before you jump on the social media bandwagon, be sure to read this book." —Jonah Berger, Marketing Professor, The Wharton School "This book is approachable and immediately applicable for the marketer who wants to understand the new consumer landscape. Keller and Fay shine a well-documented light on a new marketing model that reimagines social media and word-of-mouth at the center of a marketing mix. The book is filled with examples that inspire and demonstrate the link to business results." —Mark Addicks, SVP / Chief Marketing Officer, General Mills "In a world being reshaped by technology, customers crave a sense of humanity—companies that exude a sense of values, brands that engage emotionally. In this important and timely book, Ed Keller and Brad Fay remind marketers, executives, and innovators of all kinds that the best way to get people talking about what you offer is to offer them something worth talking about. Yes, the Internet is changing everything. But if you want to make your organization more memorable, make it more human." —William C. Taylor, cofounder of Fast Company, author of *Practically Radical* "In a world being reshaped by technology, customers crave a sense of humanity—companies that exude a sense of values, brands that engage emotionally. In this important and timely book, Ed Keller and Brad Fay remind marketers, executives, and innovators of all kinds that the best way to get people talking about what you offer is to offer them something worth talking about. Yes, the Internet is changing everything. But if you want to make your organization more memorable, make it more human." —William C. Taylor, cofounder of Fast Company, author of *Practically Radical* "A timely reminder from two of the most influential minds in business that creating real relationships requires more than counting likes and shares. For brands that want to avoid chasing the latest social media trend and harness the power of a face-to-face relationship—this book will give you the inspiration and tools to do it!" —Rohit Bhargava, SVP of Social@Ogilvy and author of *Likeonomics* "The Face-to-Face Book presents cutting edge thinking in a great book. With the explosion of digital marketing and the increasing hype of social media we tend to forget that a table and several chairs is still a favorite way for word of mouth to spread. If you want to understand the true impact of your marketing, pick up this book—you are in for a great ride!" —Ekaterina Walter, social media strategist at Intel "The Face-to-Face Book presents cutting edge thinking in a great book. With the explosion of digital marketing and the increasing hype of social media we tend to forget that a table and several chairs is still a favorite way for word of mouth to spread. If you want to understand the true impact of your marketing, pick up this book—you are in for a great ride!" —Ekaterina Walter, social media strategist at Intel "Ed Keller and Brad Fay are at the very front edge of the industry conversation about how to get consumers talking, and they are creating new wisdom on the subject every day. *The Face-to-Face Book* is a must read for anyone looking for inspiration to drive buzz in new ways, as we have been doing at NBCUniversal." —Tony Cardinale, EVP Brand Planning Strategic Insights at NBCUniversal "The Face-to-Face Book is incredibly useful

for anyone in marketing. Keller and Fay's research covers the broadest spectrum of brand-relevant conversations which then lays the groundwork for communication strategies that are 'social by design' instead of simply social as a channel. At SMG we have found that more meaningful conversations about brands will lead to the more meaningful human experiences that truly drive long-term marketplace success. —Kate Sirkin, EVP, Global Research, Starcom MediaVest Group

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Charles Handy once said, 'measuring more is easy, measuring better is hard'—that's what this book is about. Keller and Fay have cracked the code on providing a complete assessment of the origins and impact of word of mouth, its multiplier effect and the ultimate in earned media. —Artie Bulgrin, SVP Research Analytics, ESPN, Inc.

About the Author Ed Keller is CEO of the Keller Fay Group and past-president of the Word of Mouth Marketing Association. Coauthor of *The Influentials*, he lives in Westchester, New York. Brad Fay is COO of the Keller Fay Group and a co-chair of the Word of Mouth Marketing Association's Influencer Marketing Council. He lives in New Jersey.

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Introduction THE SOCIAL MEDIA GOLD RUSH

When the history of the early twenty-first century is written, will textbooks observe that Internet users spent billions of dollars on 'virtual' animated online farm creatures during the worst economic slump since the Great Depression? Much of history has been built on a series of gold rushes, not only for precious metals, but also for stocks, real estate, even tulips during the Dutch 'tulip mania' of 1637. Could social media be the next big bubble? Is the rush to do business with Facebook, Twitter, and Zynga—the creators of the online farm game *FarmVille*—overheated? During the American Gold Rush of 1848–1853, more than a quarter-million people flocked to California to exploit the new state's golden bounty. That migration built proud cities like San Francisco and Sacramento and helped to fuel the great westward expansion of a young nation, with enormously important consequences for America. In today's dollars, tens of billions' worth of gold were discovered. But the vast majority of those Forty-niners, as they were called, became no richer for their journey and hard work. We believe that social media today represents the latest gold rush, with too many businesses and marketers in search of Facebook and Twitter gold dust that they hope will rub off on them, chasing an immense social wave that is not yet fully understood. Missed in the frenzy is a far bigger opportunity with much greater impact to connect with people—consumers, voters, supporters—in important new ways. While the growth of social networking sites is impressive, the largest social gold mine is literally right beneath our noses: in the word-of-mouth conversations that happen in our kitchens and living rooms, in our churches and synagogues, next to the office water cooler, on the sidelines of youth soccer and baseball games, powered by the intimacy of face-to-face communications. More than 90 percent of the conversations about products, services, and brands that take place every day in America happen offline, according to research that will be revealed in the chapters of this book. This adds up to billions of brand-related conversations and recommendations each and every week in America that take place face-to-face, or in real life (IRL), as it is known in Internet circles. Only a small percentage takes place online, whether through the multitude of social networking sites that we think of as social media, or through other online channels such as texting or email. Social media is big and growing, but it is still dwarfed by the analog world in which people live and interact. That's why this is *The Face-to-Face Book*. It is the story of how the decisions we make are based on true interpersonal influence: social influence, which happens most often, and most powerfully, face-to-face. Make no mistake: there is a hugely important social wave rolling across the world of business today, based on the very belated insight that we humans are fundamentally social beings, for whom social influence determines nearly every decision we make. It's an insight that was first observed and discussed decades ago, in the 1950s and 1960s. But with the rise of the golden age of television, it was largely ignored in favor of the glitz of that era's revolutionary new medium. The opportunity was there, though almost entirely missed by the world's marketers and entrepreneurs, until Mark Zuckerberg, the founder of Facebook, proved to everyone that there's gold in them thar hills. Yet too many people are attempting to mine only one vein of social opportunity, following the path blazed most successfully by Zuckerberg. It's as if those gold-seeking Forty-niners were crowding together in pursuit of gold only at the original site of Sutter's Mill in Coloma, California, where James W. Marshall found those first nuggets of gold in 1848. The opportunities of the Gold Rush were not limited to the Sutter's Mill property, but spread across much of the Sierra Nevada mountain range. And the opportunity, ultimately, was not just to find gold. California turned out to be a place of many other bounties—agriculture, trade and commerce, tourism, and invention—all of which were helped by the explosion of population and discovery induced by the gold rush. It was that same spirit of invention and discovery that brought Zuckerberg to the Golden State from the ivory towers of Cambridge, Massachusetts, in the famous early days of Facebook. This is neither a book against Facebook nor against social media in general. In certain respects, Mark Zuckerberg is the James W. Marshall of today's social wave. The man and his company tapped into a mother lode that was there all along but ignored by many. He proved the power of social

connections to the world. As of this writing, Facebook is approaching one billion users, one in seven of the world's population, and the largest audience for a single media platform in the history of humanity. It is an awesome achievement, but the successes of Facebook—and its social media kin—are the result of a tremendous social opportunity, and not its cause or source. People flock to Facebook because it meets a social need that was previously underserved online. But people's desire to be social manifests itself in many other places as well, creating multiple opportunities for businesses that wish to participate. We believe in a marketplace that is highly social, but not because of particular platforms or technologies. The most successful businesses in the future will be the ones that embrace a model that puts people—rather than technology—at the center of products, campaigns, and market strategies. They will recognize that people have a far greater impact on each other than we previously realized, and that consumers are not just a collection of individuals. It's an insight that applies as well to politics, which is increasingly impacted by socially driven movements such as the Tea Party, the "Occupy" protests, and peer-to-peer movements that are reshaping politics across the Middle East. New communications opportunities are being revealed by a rapidly growing "science of social" that is gathering momentum. Those who achieve the greatest success will recognize that there are many ways to tap into the power of today's social consumer. Social media sites are just one way, and still a relatively limited one at that. In the chapters of this book we will share with you our perspective on how you can think holistically about social influence in business, marketing, and politics. We rely heavily on insights from research about social influence by our firm, the Keller Fay Group, and others. So there is a solid, research-based foundation for everything we describe. But while the foundation is built on research, this is not a book that is dominated by numbers. We have interviewed top executives of companies that are going about things in smart, new ways—ways that are consistent with the facts and not just the hype—and we have endeavored to let their stories take the lead role, with the data in a largely supporting role. These companies include Audi, Best Buy, Dell, Dominos, General Mills, Kimberly-Clark, Kraft, MillerCoors, Procter Gamble, Toyota, and Zappos, among others. But social marketing is not only the domain of large companies, so we feature the stories of some small companies that are thinking creatively about how best to create social businesses offline and online. And outside of business altogether, we look at how recent presidential campaigns have tapped into social marketing strategies. We hope we have been able to strike the right balance for those readers who understand things best through stories, and those who take comfort in the facts that come from research. As we describe the history, present, and future of social marketing, you'll learn what motivates people to talk about brands and companies and about the influencers who are at the center of the conversation. We write about the important role of advertising and other forms of traditional marketing in sparking conversations, and how media can be planned more effectively to maximize consumer advocacy and word of mouth. We also recommend how to use social media in smart and meaningful ways, and give examples where brands have taken the bait and have been misled. We will share examples of how word of mouth can be not only a goal and a strategy that drives business forward, but also how it can be used as a primary channel unto itself. And we look at the mix of positive and negative word of mouth with some facts that will surprise you and help you to realize the good that can come from negative word of mouth when it's properly managed. We conclude with a discussion of companies that have changed the way their organizations operate to deal successfully with the social era in which they operate today, and that will continue to define the marketplace in the decades ahead. There are many pathways to tap the power of people's social connections and their desire to share and learn from each other. Some businesses recognize this and are responding appropriately. We applaud and celebrate them. But those marketers who are mining only one vein—namely, social networking tools and technologies—are not seeing the full scope of an enormous social opportunity. And if history and research prove true, they will ultimately lose business because of it. The great social wave is an opportunity that no business can afford to ignore or look at myopically. It's happening all around us, mostly in the real world, face-to-face.