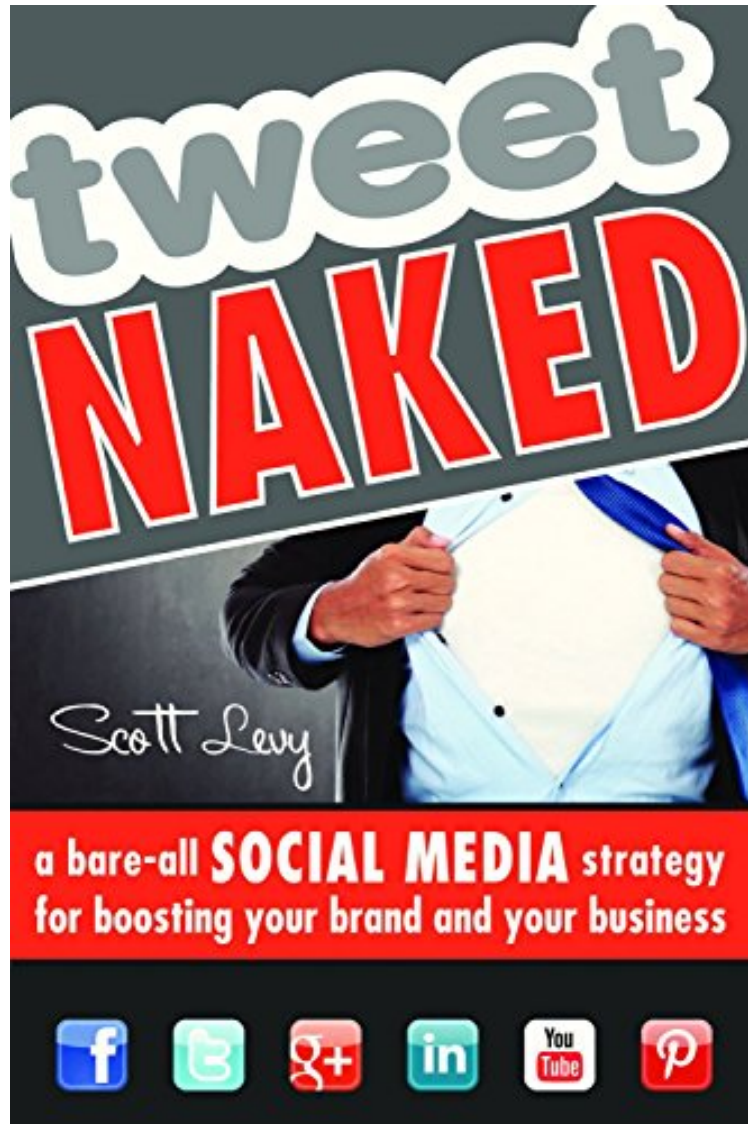


# Tweet Naked: A Bare-All Social Media Strategy for Boosting Your Brand and Your Business

Scott Levy

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before purchasing it in order to gage whether or not it would be worth my time, and all praised Tweet Naked: A Bare-All Social Media Strategy for Boosting Your Brand and Your Business:

2 of 2 people found the following review helpful. I Read the Whole Book Naked in the Jacuzzi!By Mitch JacksonWell, not really but I hope I got your attention. Why? Because this is a great read :->Scott's well written "how to" social media book is not just limited to Twitter. What I REALLY liked was that the first part of the book explains

how to go about interacting and using social media. This is the part many get wrong. The last half of the book explains more of the technical steps. Because I believe success on social is 10% technical and 90% people skills, Scott's approach really hit home. If you're interested in learning how to properly use and interact on social and, don't have a problem with tweeting naked, then get this book, fire up the jacuzzi and laptop, and join me online. It's going to be a GOOD 2014! 1 of 0 people found the following review helpful. Tweet Naked By Momto4BookLover I got "Tweet Naked" about three weeks ago. I read the whole book quickly and I started to implement the strategies right away. Since then I have skimmed certain chapters over and over and I am sure I will continue to do so indefinitely! I personally wasn't sure how much I was going to learn from this book because I have already done extensive research myself. Like when is the best time to post content, how to get past the dreaded 2000 following mark on Twitter, etc. I definitely learned much more than I could hope for! Already I can see much improvement. Highly recommend to anyone who wants to take their social media reach to the next level. Disclaimer: I only use Twitter, FaceBook, and Pinterest. Although I am positive the advice for the other social media outlets is great as well, I can't personally attest to their effectiveness. 0 of 0 people found the following review helpful. The best in Social Media Branding By Josh Sexton I chose this rating because the amount of insight into the social media realm that is found in the book. With anything practice makes permanent, so therefore being "armed" with this book you can take your personal or business brand to a whole other level which you never thought possible. Authenticity is crucial and this book teaches you how to do that. Consistency is also important and this book has this too. Even if you don't have a huge budget or don't have one at all this book is helpful. I learned the importance of branding because even speaking all over the world I was limited due to my ability to contact and stay in touch. This book teaches you how to overcome that obstacle and build your brand nationally or like me and build it internationally. He is a man of his word and is accessible to his followers which is huge. A great guy and author. This book is a must have if you or your business wants to survive and thrive the ever changing world we live in. You can get to know me as well for anyone reading this as I am building my brand for the first time on the social media realm which is the new way of doing business. My Twitter is @JoshSextonPro

Presenting a fresh perspective on a common challenge, author Scott Levy delivers a new answer to every business owner's social media question — how can I make social media work for me? Levy's solution takes a cue from another explosive media phenomenon: reality TV. Levy invites readers to create the same magnetism that pulls reality TV viewers in by using the same tools: transparency, authenticity, and a human element. Readers learn how to use social platforms to tactfully share, or bare, their brand, inciting consumer action. Readers also learn how to strip their social media strategy down to what works for their brand, exhibit transparency that engages followers on all popular social channels, and create brand consistency across all social platforms. Other topics cover engineering positive brand impacts and avoid devastating damage, using crowdsourcing and retweets, and lifting a brand from relative obscurity to significant popularity. Real-life examples relate well-known business brands such as Sharpie and Jet Blue, and personal brands such as NFL Runningback DeAngelo Williams. Social media marketers learn exactly what it takes to seduce the masses and turn them from passive followers to brand champions and loyal brand buyers.

Scott Levy asks you to consider and use social media for what it is — a broadcast medium like TV or radio. Instead of channels, there are user profiles. Tweets and posts are the programs, and Levy provides a look into getting loyal viewers to stay tuned. Content matters but Context matters more. Scott hustles and is a true entrepreneur, and if you know me I love hustle! — Gary Vaynerchuk, Author, Jab Jab Jab Right Hook You want to go far, you need the fuel. You want to rock social media, you need Scott's book. He takes all the crap we hear on a regular basis and turns it into actual facts you can put towards increasing your business and revenue TODAY. Want to make sense of it all? Buy this book. — Peter Shankman Founder, HARO (helpareporter.com) Co-Founder, Shankman|Honig (shankmanhonig.com) There are very few good starting points for knowledge when it comes to figuring out how to work your way through the world of social media. As I read Levy's tips, I found myself nodding in agreement several times - as though I could've written them myself based on my own experiences. I'd have no need to write them now, though - I'd simply share this book! — Chris Pirillo, Social Content Curator LockerGnome.com @ChrisPirillo I'm impressed with the work of Scott Levy of Fuel Online. Scott not only truly understands social media engagement, but he's one of KRED's top influencers. To really understand influencers, it is important to be one as well. — Andrew Grill, CEO, KRED a leading social influencer platform As an actress in Hollywood I thought I had a pretty good grasp of the importance of Social Media and its uses. Then I met Scott Levy from Fuel Online and he opened up a whole new Twitterverse to me! He has taught me so much about Twitter and Facebook and the power they have in my career. Thanks Scott. Wait, I should Tweet this! — Rebecca Mader, Actress, Lost, Devil Wears Prada, Iron Man 3 Scott and Fuel Online are a top notch firm. They know their business inside and out and are continually focused on delivering results. I'd highly recommend them! — Mike Hostetler, Founder and CEO, appendToFuel has been an awesome addition to our social media team and has provided us with great insight and fresh ideas in the field. Scott

and his team at Fuel are easy to work with and get things done the right way.mdash;Ronnie Winter - CEO/Manager/Lead Singer The Red Jumpsuit ApparatusScott Levy and Fuel Online consulted in my social media strategy. His advice I found helpful and we brainstormed together on Twitter and helped with my Facebook presence as well. He's been in the business a long time and knows his stuff.mdash;Todd Hoffman, Creator, Gold Rush on the Discovery Channel