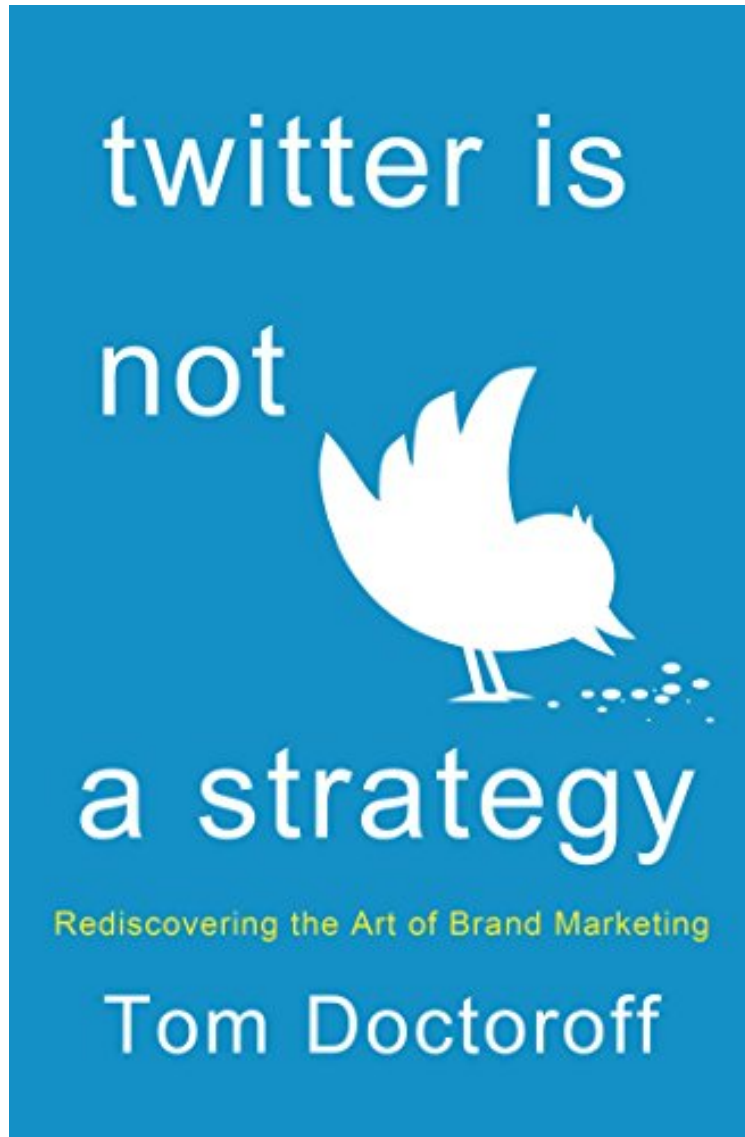


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Twitter is Not a Strategy: Rediscovering the Art of Brand Marketing

Tom Doctoroff

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Tom Doctoroff : Twitter is Not a Strategy: Rediscovering the Art of Brand Marketing before purchasing it in order to gage whether or not it would be worth my time, and all praised Twitter is Not a Strategy: Rediscovering the Art of Brand Marketing:

0 of 0 people found the following review helpful. Four StarsBy NICLEUreally enjoyed this book.1 of 1 people found the following review helpful. How and why it's time for companies to "stand up and reclaim the conceptual high

ground for marketing communications" By Robert Morris Tom Doctoroff offers what he characterizes as "a four-part framework that unifies conceptual and executional essentials, demonstrating that the brands that address [forging order from chaos for both marketers and consumers] most effectively will always reign supreme, boasting the highest margins and the most loyal consumers." His is a "simple-but-nuanced approach to grab the holy grail of marketing: harmony between the clarity of top-down positioning and the dynamism of bottom-up consumer engagement; between long-term brand equity and short-term tactical messaging; and between emotional relevance and results elicited by data-driven technology. "I have always viewed strategies as "hammers" that drive tactics ("nails") and there is no doubt that social media such as Twitter offer all manner of possible tactics to help strengthen customer relationships. However, as Doctoroff explains, their proper benefits -- and limitations -- must be recognized and accommodated: both analog and digital channels have value if (huge IF) effectively coordinated. Moreover, marketers must not become preoccupied with the digital connectivity at the expense of nourishing what have been "long-term relationships between human beings [not machines] and the brands they love." These are among the dozens of passages of greatest interest and value to me, also listed to suggest the scope of Doctoroff's coverage:

- o A Brief History of Branding (Pages 12-16)
- o Digital Daze (31-35)
- o The Value of Strong Brands to Consumers (39-43)
- o [How] Strong Brands Provide Tangible Benefits to Parent Companies (44-52)
- o Unearthing Insights into Consumer Behavior: Human Truths That Unite Us (55-61)
- o Cultural Truths That Set Us Apart (61-73)
- o Techniques to Uncover Human and Cultural Truths (75-77)
- o Insights About Emerging Markets and Business Strategy (77-86)
- o Great Brand Ideas: From Conceptual Unity, Strength (94-98)
- o The Unique Brand Offer: Resolving the Insight (99-107)
- o Organizational Barriers to Powerful Brand Ideas (131-133)
- o When to Abandon a Brand Idea (137-146)
- o Engagement Ideas That Inspire "Opting In" (156-158)
- o From Engagement to Advocacy (162-177)
- o Defining Engagement Ideas (180-182)
- o Intimacy (191-193)
- o The Nine Rules of Online Content (221-238)

When concluding his book, Tom Doctoroff briefly reviews what he characterizes as two "broad points." They are centrally important to the establishment of an appropriate framework required for strong brand equity and deep loyalty. I agree with him: "First, the barriers between traditional and new media are artificial. They must be deconstructed... Second, engagement is more than a digital connection between manufacturers and consumers." Why? Because loyalty "is rooted in a long-term relationship between people and brands they love. It is born as a 'brand idea' -- a two-way commitment, long-term, and dynamic -- that provides conceptual unity across an ever-changing marketplace, expressed as engagement ideas people want to spend time with. Engaging creative ideas, today or forever, are the source of high price premiums and margins." If your organization's objective is to establish and then sustain long-term relationships of engagement, not only with its customers but with its own people, just about all the information, insights, and counsel you need are provided in this book.

0 of 0 people found the following review helpful. The rare brand strategy book that goes beyond the borders of America By Rohit Bhargava - Author | Speaker | Nice Guy This is not a social media book. It's not entirely anti-social media either. For a blue book featuring the Twitter bird on the cover, that seems like the first important truth to share. Instead, the author builds on a long international career leading agency work for many large brands to break down many of the barriers that still exist in the marketing world between digital and other aspects of marketing and advertising. Sure, the book features many JWT campaigns and more than its fair share of spotlighting what are clearly the best global case studies from the agency. Yet the author is at his most real when he shares stories of missed opportunities, such as his story of working on a campaign for Nestle where the agency failed to create enough of a human voice for the brand, and later lost the work. Balancing these truthful lessons learned with award winning work help turn this book from just another agency book written as a holiday gift for clients into an actually useful brand strategy book that offers a rare glimpse outside of the US at what building an amazing global brand strategy, and then executing it is actually like.

NOTE - This book was recently selected for the 2014 Influential Business Book ShortList - a curated collection of the 15 best business books from the past year. The 15 finalists each year are chosen by best selling author and founder of IdeaPress Publishing Rohit Bhargava from hundreds of marketing and business books published over the past twelve months.

In a cultural climate saturated by technology, marketing professionals have focused their energies on creating newer and more digital methods of advertising their brands, with the fear that if they don't embrace "Big Data," they will fade into obscurity. But Tom Doctoroff, Asia CEO for J. Walter Thompson, argues that this frenzy over digital and social media has created a schism in the marketing world that is hindering brands from attaining their true business potential. The tension between traditional branding and the seemingly unlimited possibilities presented by the advent of "digital" branding leads companies to abandon the tried and true aspects of marketing for the flash of the new. In *Twitter is Not a Strategy*, Doctoroff explains why a strategy that truly integrates the two ideas is the best way for a brand to move into the future. Using some of the biggest brand names in the world as examples, such as Coca-Cola, Nike, and Apple, he breaks down the framework of marketing to explain how digital marketing can't stand without the traditional foundation.

Idquo; *Twitter Is Not a Strategy* takes you back to basics... and back to ensuring you're actually creating a brand and

noJanit just a lot of one-way propaganda." Inc. Magazines's list of "11 Great Business Books to Read Right Now" "A rallying cry for the advertising industry to refocus on actual brands." Women's Wear Daily "The Asia CEO of the J. Walter Thompson advertising agency, Doctoroff uses characteristic wit and decades of experience to take on the twin hypes of digital media and the China market and to offer insightful principles for successful customer engagement and integrated brand marketing." Berlin School of Creative Leadership "[A] thoughtful business guide [with a] spot-on premise and nuggets of fresh wisdom sprinkled throughout." Publishers Weekly "Facebook, Twitter and other social media have changed everything about marketing, but good branding requires more than 'likes,' tweets and cat GIFs, according to Tom Doctoroff, author of the highly anticipated upcoming title Twitter is Not a Strategy." TheStreet.com's #1 Pick for "Best Business Books Coming Out This Week" "With insight and energy, Doctoroff takes on the daunting task of explaining the Chinese character; This in-depth, lively preface;is of modern-day China is an invaluable guide to anyone hoping to do business in the fast-growing Eastern market." Publishers Weekly on What Chinese Want "A primer on Chinese consumers [with] each paragraph delivering a takeaway pearl of wisdom; A no-nonsense book by an enlightened capitalist." Kirkus s on What Chinese Want "Doctoroff offers his readers practical advice as well as examples of successful marketing campaigns in China; An essential read." Library Journal on What Chinese Want "Mr. Doctoroff's book sheds much-needed light on the differences between Chinese and Western cultural preferences, and should be of interest to businessmen and general readers alike. Most importantly, his observations should help multinational companies understand their target audience, and enable them to market their brands more effectively to China's hungry consumers." The Wall Street Journal on Billions From the Inside Flap "In our tech-driven world, marketers and brand managers must race to keep up. With the demands of mobile, social, and 'big data' ever-present, it's easy to lose track of the core principles that make for great advertising in any medium. Here, Tom Doctoroff, Asia CEO for J. Walter Thompson, argues that new-media cleverness is no guarantee of meaningful consumer connection--and in fact, if used ineffectively, it can actually prevent brands from attaining their true potential. Challenging the industry wisdom, he dismantles the imagined barriers between traditional branding and 'digital' branding, reminding us that the most effective marketing starts with a great brand idea and stays true to that promise, regardless of the platform. It doesn't matter how people find you, Doctoroff warns--if they aren't engaged when they get there, they won't stick around. Citing the most compelling recent campaigns, including Axe and Uniqlo, as well as masterful re-inventions like Nike and Coca-Cola, Doctoroff shows how the best brands seamlessly integrate old and new--but never rely on digital flash to make up for message substance. Armed with their examples, marketers everywhere can stop fearing the flood of data and put their focus back where it belongs--on the consumer." About the Author TOM DOCTOROFF is CEO for J. Walter Thompson in Asia Pacific. He has more than 20 years of experience helping to shape hundreds of global brands at JWT, including Unilever, Microsoft, HSBC, Ford, and Nestle; Tom has appeared regularly on NBC, CBS, CNBC, Bloomberg, and National Public Radio and is frequently featured in publications ranging from The Wall Street Journal and The New York Times to the Financial Times and Businessweek.