The Referral Engine
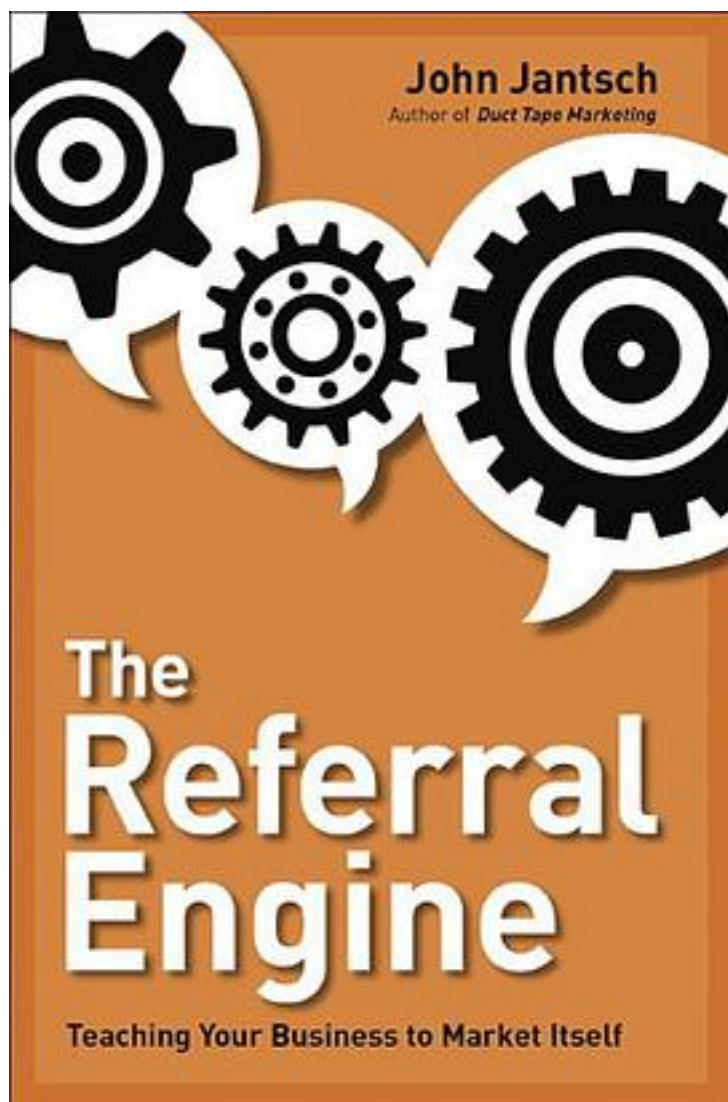
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As lean times force businesses to reduce advertising and marketing budgets, more and more companies are trying to develop new clients through word-of-mouth referrals. Jantsch (Duct Tape Marketing) champions such an approach, asserting that many widely referred businesses do very little when it comes to traditional advertising and that happy customers and actively engaged partners account for a great deal of their efforts. According to Jantsch, referral behavior is a primal activity rooted in our survival instinct and satisfying our need to connect with other people and mint social currency. Jantsch offers practical solutions on how to build a powerful referral engine by developing a systematic, consistent, and replicable approach and exploiting content, using social networking, and building strategic partnerships. He illustrates his points with examples from such companies as work clothing manufacturer Carhartt with its Tough Jobs blog; Southwest Airlines, which relies heavily on hiring the right people to be the champions of the brand; and TerraCycle, a recycling company whose nontraditional business practices generated word-of-mouth attention. A swift, appealing read and a thorough primer on the power of letting your products and customers speak for themselves.

作者介绍:

John Jantsch is a marketing and digital technology coach, award winning social media publisher and author Duct Tape Marketing and The Referral Engine.

After working with small business owners for over 15 years and growing increasingly frustrated with the lack of a systematic approach to small business marketing, Jantsch decided he could make his mark on the small business world by creating the perfect small business marketing system.

He has made it his mission to bring the simple, effective and affordable Duct Tape Marketing approach to the millions of struggling small business owners all over

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标签

美国

管理

Marketing

评论

如果不是有人给钱让我读这本书，真心看不到最后一页……

成功的商业规则和秘密可以总结出成百上千，不过我觉得商业和学英语是一样的，不能像中国式的学了十几年学了个哑巴英语。

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书评

很久没有看消费品市场类的书了，看到了这本Referral
Engine，觉得眼前一亮。特别是Referral
Engine这个词给人一种错觉，感觉更加专业和有深度。于是买了这本书，然后失望。
总的来说，整本书就是充满激情地"隔靴搔痒"。搔了几百页的纸，硬是没有搔到一个
点子上。在品牌信息...

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