



The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, & Viral Marketing to Reach Buyers Directly

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"The" benchmark guide to marketing and PR, updated with the latest social media and marketing trends, tools, and real-world examples of success "The New Rules of Marketing & PR, 4th Edition" is the pioneering guide to the future of marketing, an international bestseller with more than 300,000 copies sold in over 25 languages. It offers a step-by-step action plan for harnessing the power modern marketing and PR to communicate with buyers directly, raise visibility, and increase sales. It shows how large and small companies, nonprofits, and more can leverage Web-based content to get the right information to the right people at the right time for a fraction of the cost of big-budget campaigns.

Including a wealth of compelling case studies and real-world examples of content marketing and inbound marketing success, this is a practical guide to the new reality of reaching buyers when they're ready. Includes updated information, examples, and case studies plus an examination of newly popular tools such as Infographics, photo-sharing using Pinterest and Instagram, as well as expanded information on social media such as YouTube, Twitter, Facebook, and LinkedIn David Meerman Scott is a marketing strategist, bestselling author of eight books including three international bestsellers, advisor to emerging companies including HubSpot and Eloqua, and a professional speaker on topics including marketing, leadership, and social media. Prior to starting his own business, he was marketing VP for two U.S. publicly traded companies and was Asia marketing director for Knight-Ridder, at the time one of the world's largest information companies.

"The New Rules of Marketing & PR" offers the single resource for entrepreneurs, business owners, nonprofit managers as well as those working in marketing or publicity departments to build a marketing and PR strategy to grow any business.

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From Reader Review The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, & Viral Marketing to Reach Buyers Directly for online ebook

Bucket says

The subtitle says it all: how to use social media, online video, mobile applications, blogs, news releases and viral marketing to reach buyers directly. Scott includes all sorts of up-to-date examples, from a Costa Rican resort website doing an outstanding job providing expert content on the country to Oregon capitalizing on the Super Bowl blackout by posting a relevant image with commentary on Twitter.

The content of this book is very much adapted from his blog, which is good and bad. Good because it can be read in several dozen blog-length nuggets, each of which feels pretty complete. But bad because it's pretty repetitive and not always very depthful. After all, Scott tells each story in just a page or two.

Overall, this is a great introduction to the practicalities of marketing and PR in the age of the internet and it helps get your wheels spinning and ideas flowing. You will still likely need (and want) more in-depth advice and information about any given area you decide to tackle in your work.

Themes: marketing, public relations, communication, media, internet, technology, social media, business

Marc says

This is among the best of the primers on Social Media for marketers and public relations professionals, both. David Meerman Scott is one of the true "thought leaders" in Social Media, today. The goal of this book is to create more thought leaders, willing to challenge the current boundaries of the discipline. Traditional public relations professionals should take special note, as this book is one of the few that I've read that implores PR folks to "drink the (Social Media) Kool Aid", rather than just stick with the more traditional approaches and get left behind in the dust.

Steven Howard says

One of the most over-hyped books in the past 5-6 years.

Undoubtedly the brand that benefited the most from this book was author David Meerman Scott, who catapulted to guru status.

Granted, he was at the forefront of identifying certain trends, but he also over estimated others (podcasts for one).

Worth reading if you are a total novice, but only as background to how Internet Marketing was during its

"toddler years." Not as relevant today (2012) as when published in 2007.

Loy Machedo says

Loy Machedo's Book Review: The New Rules of PR and Marketing by David Meerman Scott

There are quite a number of books related to Online Marketing. Some of them cloak themselves with grandiose titles like how they made Millions and you can do it easily, About living the life of their dreams and how they can help you live yours and about some never before shared new Secret Secrets which they will finally share with you. But yeah, they charge you \$47 for this kind gesture.

Now the problem is there is not one but a sea of such books and offers. So among this swarm of endless offers, comes another book - The New Rules of PR and Marketing by David Meerman Scott which I am glad to say stands out from the rest of the garbage out there.

The book is a treasure chest of tips, tricks and tit-bits on how you can use the power of the online world to your advantage. It gives you the various forms, definitions and explanations of online communication – Blogs, Podcasts, RSS Feeds, SEO, Viral Marketing, Webinars and the rest. What makes the book a worthwhile investment is the fact that it is easy to read, has plenty of examples and acts as a guide on what should and shouldn't be done.

Some of the best nuggets from this book (which I randomly picked up) are:

- 1) The most important ingredient for any website is not just design but content.
- 2) If you are everything to everybody, you are nothing to nobody.
- 3) If you provide useful worthwhile Information for free – you become the expert and get into the demand cycle.
- 4) Educate the Consumer by being fair and honest and he will most probably become your client.
- 5) Be smart with tags & links.
- 6) Create links & Connect to others through your website.
- 7) Participate and Comment on other people articles & websites.
- 8) People will comment bad under your articles or videos, allow them. This will increase traffic.
- 9) Experiment and have fun.
- 10) Interruption Marketing is an old format of selling.
- 11) Keep the language jargon free and fun.
- 12) Encourage people to contact you.

Moment of Truth.

Just as there are dieting books out there that tell you if you follow their advice you too can have a world class physique, does not mean everyone would achieve this state of excellence. In the same way, I believe not everyone who reads this book is going to come out as the next big thing. However, if you are looking for a good book that informs, educates and entertains you with worthwhile information then, this is a book I would highly recommend.

Overall Rating – 8 out of 10

Loy Machedo

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Charles McEnerney says

I have read my fair share of social media books, but I think this one is a good introduction for those who might be overwhelmed by all the terms and technologies that are being bandied about these days. Scott takes you through a good overview of how the media landscape has changed and how marketers (and, really, everyone) needs to shift their game in order to play in that proverbial level playing field we call the Internet.

Wendy says

This book was ok. It provided a lot of information about blogs, but did not provide much insight on what PR is and how to do it, which is what I was looking for. It is also outdated, being written in 2007, there is no mention of Twitter and Facebook is written as only being for college kids. I'm not sure I would recommend this book, unless interested in blogging, and am definitely glad I got it from the library instead of buying it.

Manny says

Somehow, despite all my so-called principles, I appear to have ended up in viral marketing. I guess I'd better find out something about it. Just ordered this book. Meanwhile, here's a list of plusses and minuses:

+ I'm only part-time. Consulting a few hours here and there. Heck, I'm not really working in this field at all!

+ It turns out that viral marketers are great guys. They're a pleasure to hang out with. Why does the world always have to be so confusing?

+ Our latest effort, which just went live, has its amusing points. If you or your child is a Phineas and Ferb fan, I'd go as far as to recommend checking it out.

- I may be in danger of losing my immortal soul. I've written to Pope Benedict XVI to see if I can get any more information, but I guess he's busy with the Christmas rush.

- I promised Ceridwen that there would be zombies, and in fact the animation was removed at the last minute. Ceridwen, I'm so sorry to have got your hopes up like that!

Brad Worley says

This book was waaaaay toooooo loooooong

The info was up-to-date and generally useful for beginners to intermediate; hence the 3 stars.

But this book could have been a 5 if he'd cut the filler by 70%. That's how much fluff was in it!

Long business books are only good if they tell a great story, cut all the fat, or they are chalked full of case studies.

The New Rules of PR did none of these.

Mediocre read.

Shantanu says

One of the best books I have read on Digital Marketing...hundreds of examples...Must read

Rachel Brune says

This book is immediately going permanently on my professional bookshelf. If you are in any way involved with organization communication in any capacity, I.e. PR, brand journalism, marketing, etc., it should be on yours as well.

Diana Bogan says

This book had been on my radar for a very long while and I finally picked up a copy when I decided to interview for PR and marketing jobs. My undergraduate degree is in PR and although my work life began in a PR department over the years I moved through other media positions. So, my intention in reading this book was to refresh and update my knowledge and skill set. This was set, however, with the assumption that my skills were sorely outdated because the words Public Relations or Marketing anything haven't been included in my job title for many years.

So, that's how I came to read this book -- eager and anxious to get back up to speed. I ended up both disappointed and elated. I was disappointed that there were only two or three sections that I found truly helpful and worth the read. One example is the section in which he writes about creating a buyer profile.

Although I was disappointed that I didn't feel like I was really learning much from reading it (which made it difficult to motivate myself to sit and read) on the flipside I was elated to find that my path over the years through various media related jobs has in fact kept my skills up-to-date and applicable should I find myself landing a gig where the words Public Relations and/or Marketing grace my job title again.

Andrew Post says

I can't really recommend this book highly enough. Scott lays out the new rules of social media and content marketing clearly, he repeats himself often enough to let it sink in (but not so often that it gets repetitive), and gives clear, contemporary, real-world examples of how the rules work (and how the old rules don't). You

may think this book only has significance for marketing coordinators and directors in the corporate world, but oh no: if you have a small business, or a freelance writer struggling to break in (like me), this book can give you some great, actionable tips. Splendid job. I'll be anxiously awaiting the seventh edition.

Blog on Books says

After being wowed by David Meerman Scott at the 2007 Book Expo, we at Blog On Books naturally felt compelled to check out his book, "The New Rules of Marketing and PR." After all, we are a blog, and his book specifically addresses how to put together a successful blog, among other things.

While writing his book, Scott first posted each chapter on his blog, www.webinknow.com, in order to get feedback from his readers. The result of this process is that the finished book is arranged like a blog, with each chapter containing a set of "postings" about a particular subject. These subjects range from the process of releasing an effective press release in an online world to the process of creating a "viral" marketing campaign. The reader can pick and choose whichever subjects are most relevant and then skip straight to those parts of the book.

Since our interest is in maintaining this blog, we reaped the most benefit from Chapter 4, "Blogs: Tapping Millions of Evangelists to Tell Your Story." However, we also found many relevant facts scattered throughout the rest of the book. For example, although we thought we were well versed in search engine optimization before reading the book, this book showed us that some of our perceptions were incorrect.

In conclusion, we highly recommend this book for anyone who wants to succeed in the ever-changing world of e-commerce and online media. We ourselves will be implementing Scott's tips as we continue to build Blog on Books. - David Jonelis @ BlogOnBooks

Colleen says

2 Stars

This was not exactly a bad book but neither was it helpful. I checked it out because I periodically read business books to stay updated on topics. I did not realize quite how old this book was. It was first published in 2007 which in the grand scheme of things but in things regarding technology nine years is ancient these days.

I also found the author's tone off-putting. He spent a large amount of time talking about his accomplishments and personal experiences. This could have been done to establish credibility, but mostly it just came across as arrogant. And I found his examples were neither captivating nor particularly informative.

Overall the book was not useful for anyone in marketing. Rather, it would probably only be useful to small business owners who are technological neophytes. It mostly discusses very basic concepts and walks the readers through such rudimentary steps such as choosing a Twitter handle. But none of the content was unique or as revolutionary as the title would imply.

RATING FACTORS:

Ease of Reading: 2 Stars

Writing Style: 1 Star

Consistency: 3 Stars

Level of Captivation: 2 Stars

Attention to Detail: 3 Stars

Trang Ngo says

Some thoughts while reading:

- * I wish that there are some good books on marketing in Vietnamese market. I am very interested in real examples from companies operating in Vietnam.
- * The examples in this book are very unfamiliar to me.
- * Cultural differences might play a role in the direction of the change in the rules. What is written in the book might be correct in the US market; however, applying the same techniques in Viet Nam might not work. One of the reasons can be that we don't have good Vietnamese platforms that are made for Vietnamese people, the majority of whom don't know English. It seems China is good at creating platforms for just Chinese people although I am not sure if they do it on good purpose.
- * I have a feeling that everything in Viet Nam does not have a strong and firm base. Improvements in all areas of life are made on weak systems. We are all living a superficial life.
- * The third part can be useful as guidelines for your marketing program

Things to remember:

- * Companies should monitor blogs to be aware of what is being said about them. Respond to those blogs when necessary, either by commenting or sending private emails
- * Choose your target reader and the goal of your blog
- * Blog is to raise one's subjective voice, do not expect bloggers to be objective and do not believe in every thing they say
- * If you are serious about attracting people to your blog, go commenting in other blogs to get yourself in the community
- * Welcome conflicting comments, they help more than hurt
- * News release is the new press release. It's direct-to-consumer.
- * Divide your target customer into different personas. Build these personas to get a feeling of your target buyers. Then learn their languages and communicate to them using their languages. Remember that different personas buy different things from your company, therefore, the message you tell them should be tailored to their needs.
- * Thought leadership
- * Thought leaders might be important for your communication campaign
- * "Do not write about your company and your products. Thought leadership content is designed to solve buyer problems or answer questions and to show that you and your organization are smart and worth doing business with."
- * Avoid jargon of your company and your industry. Instead, write for your buyers.
- * Make use of RSS to provide the right content to the right people.
- * Your website's browsability is as important as searchability. By browsing the site, users come across information that they don't think of before but that is important for them.
- * "The single most effective thing PR people do is read what I write and send me personalized, smart pitches for stories that I am actually likely to write."
- * In order to prevent automated robot from collecting your published email, write it in a way that only

human can understand: abc (at) xyz (dot) com.

* Search engine marketing, search engine optimization, search engine advertising.

* Landing page is important. Craft it carefully!
