



MicroMarketing: Get Big Results by Thinking and Acting Small

By Greg Verdino

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Every day the world sees 1 million new blog posts, tens of millions of tweets, hundreds of millions of new pieces of Facebook content, and more than 1 billion YouTube videos.

Where does *your* brand fit in?

In our age of information saturation, consumer attention is the scarcest commodity of all—which makes your job tougher than ever. How do you thread your messages through billions of bite-sized information snapshots to reach the right people? One thing's for sure, you're not going to succeed using traditional approaches. Mass marketing is dead; the next big thing is indeed very small.

microMARKETING empowers you to rethink, retool, and revitalize your marketing strategies to take full advantage of the opportunities created by the microcontent explosion. A pioneer in the world of microcontent marketing, Greg Verdino helps you create a strategy that emphasizes relationships over reach, interaction over interruption, and social networking over broadcast networks.

You'll find the answers to today's toughest questions:

- How do I earn the attention of the right influencers and my core customers?
- How do I really build my brand one blog post, one video clip, or even one tweet at a time?
- How do I achieve massive scale when mainstream media is losing ground to consumer content creators and peer-to-peer distribution?
- How do I strike a balance between tapping into today's biggest marketing trends without losing sight of the little things that matter?

When one door closes, another opens. Mass marketing is no longer a viable marketing strategy and, likely, never will be again. Micromarketing, though, enables you to resonate with consumers in compelling new ways and achieve the big results that no longer seem possible with traditional approaches.

It's time to start building your brand, finding new customers, establishing

relationships, and getting real results on this exciting new frontier.
microMARKETING will show you the way.

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Editorial Review

From Publishers Weekly

In his first book, industry veteran Verdino argues that the gold standard in advertising is no longer the Superbowl spot, but rather DIY viral efforts aimed at generation-Y. Urging companies to "market smarter," Verdino describes how Proctor and Gamble spent millions in a failed attempt to launch an online brand of personalized cosmetics while an unknown make-up artist turned how-to videos on YouTube into a successful partnership with Sephora. Authenticity is key, and large companies are jumping on the brand wagon, developing ingenious methods of connecting with this coveted consumer group. Ford Motors, for instance, hoping to make the Fiesta cool to this generation, loaned the cars to 100 young social media mavens as a means of "building evangelism, generating buzz, and sparking a movement" (drivers were required to compete in themed challenges, like poetry slams and star sightings). It's an interesting glimpse into the persuasive forces of constant contact, and an up-to-the-microsecond guide to new media marketing, but in Verdino's world, every relationship has commercial potential; the idea that there might be a pure human interaction seems never to have occurred to him. (Sept.)

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About the Author

Greg Verdino is vice president of strategy and solutions at Powered, Inc., a full-service social media agency. He has 20 years of experience in marketing and related fields and has advised such clients as American Airlines, American Express, Coca-Cola, Ford, and Panasonic. Verdino has been profiled in and quoted by many business and news media, including *Advertising Age*, *Adweek*, *Forbes*, *The New York Times*, and *The Wall Street Journal*. He lives in Huntington, NY.

Users Review

From reader reviews:

Brandy Greenawalt:

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