

*"Peter's a buzzsaw of ideas. The big risk is that your head will explode before you implement this all."*

—Chris Brogan, President Human Business works and publisher

# CUSTOMER SERVICE

New Rules  
for a Social Media World

PETER SHANKMAN

# Customer Service New Rules For A Social Media World

**Peter Shankman**



## **Customer Service New Rules For A Social Media World:**

**Customer Service** Peter Shankman, 2011      Customer Service Peter Shankman, 2010-12-16 Use Social and Viral Technologies to Supercharge your Customer Service Using social media you can deliver amazing customer service and generate an army of fans who ll promote you in good times and rescue you from disaster Now legendary online marketing expert Peter Shankman shows you exactly how to do all that without spending a fortune Shankman draws on his immense experience as founder of the online growth company HARO and marketing consultant to multiple Fortune 500 clients He presents straight to the point solutions for building customer loyalty trust and credibility online and rebuilding it when catastrophe strikes Companies around the world are driving enormous value from online customer service at remarkably low cost You can too Peter Shankman will show you how step by step right now You ll learn how to Organize a small powerful social media team on a tight budget Listen to what your customers advisors and markets are really saying Make prospects feel like rock stars from the moment they find you Choose online media that make the most sense for you Avoid wasting time with platforms that won t help you Earn your customer s loyalty trust and credibility Learn from other companies viral disasters Rebuild your credibility after you ve taken a public hit online Make sure everyone hears your customers when they compliment you Capture all your customer knowledge and use it in real time Keep people talking and not just about you

No Bullshit Social Media Jason Falls, Erik Deckers, 2011-08-11 The In Your Face Results Focused No Kumbaya Guide to Social Media for Business Detailed techniques for increasing sales profits market share and efficiency Specific solutions for brand building customer service R D and reputation management Facts statistics real world case studies and rock solid metrics Stop hiding from social media or treating it as if it s a playground Start using it strategically Identify specific actionable goals Apply business discipline and proven best practices Stop fearing risks Start mitigating them Measure performance Get results You can This book shows you how Jason Falls and Erik Deckers serve up practical social media techniques and metrics for building brands strengthening awareness improving service optimizing R D driving better leads and closing more sales Conversations and communities are wonderful but they re not enough Get this book and get what you really want from social media profits Think social media s a passing fad Too risky Just a toy Too soft and fuzzy Not for your business Wake up It s where your customers are And it ain t going away Does that suck No It doesn t Do social media right and all those great business buzzwords come true Actionable Measurable And wait for it here comes the big one Profitable Damn profitable Want to know how to do it right We ll show you And yeah we know how because we ve done it This is the bullshit free lie free fluff free blessedly non New Age real deal You re going to learn how to use social media to deliver absolutely killer customer service How to R D stuff people actually want Develop scads of seriously qualified leads You ll figure out what you want You know the little things like profits market share loyalty and brand power You ll figure out how to measure it And then you ll go get it One more thing We know what scares you about social media Screwing up a k a your

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to employees customers competitors or anyone else In Nice Companies Finish First Shankman a pioneer in modern PR marketing advertising social media and customer service profiles the famously nice executives entrepreneurs and companies that are setting the standard for success in this new collaborative world He explores the new hallmarks of effective leadership including loyalty optimism humility and a reverence for customer service and shows how leaders like Jet Blue s Dave Needleman Tony Hsieh of Zappos Steve Jobs of Apple Ken Chenault of Amex Indra Nooyi of Pepsi and the team behind Patagonia harness these traits to build productive open and happy workplaces for the benefit of their employees themselves and the bottom line

**The Social Media Sales Revolution: The New Rules for Finding Customers, Building Relationships, and Closing More Sales Through Online Networking** Landy Chase, Kevin Knebl, 2011-07-29 Cold calling is history your future is in social media The growth of LinkedIn Twitter and Facebook have revolutionized how business is done Professionals of every type including your prospective buyers are migrating in droves to social media to find solutions If you want their business you have to be there too Traditional sales methods like cold calling are no longer effective Social media platforms are now your best tools The Social Media Sales Revolution reveals the enormous opportunities now available for developing relationships and gaining new customers by leveraging the power of social media marketing It provides a groundbreaking method for dominating markets by using the Internet to reverse the client acquisition process instead of outbound marketing to generate leads the entire process will flip to one of inbound attraction You ll Learn how to Present yourself to the business community online Build a significant online footprint Approach e prospects Generate qualified leads through e referrals Close more sales in the new world of social networking Providing you with an early edge on the competition The Social Media Sales Revolution offers the techniques you need today to dominate the marketplace tomorrow

*The Hyper-Social Organization: Eclipse Your Competition by Leveraging Social Media* Francois Gossieaux, Ed Moran, 2010-08-20 The definitive maximum impact guide to using the transformative power of social media as the ultimate competitive advantage About the Book In The Hyper Social Company Ed Moran of Deloitte and Francois Goissieaux of BeelineLabs identify how and which social media are fundamentally changing core business processes and the way businesses and customers interact These changes are being driven by what the authors call the Hyper Social Shift Through interviews with more than 500 companies and studies of social media Moran and Goissieaux have gained radical new insights into the advantages many businesses have derived from new technologies and practices From these findings the authors have developed self analysis tools including the Hyper Sociality Index HSI profiled in this book that leaders and managers can use to assess their enterprise s Hyper Sociality pinpoint which parts of their organization are ready to make the leap and benchmark their progress against competitors or against their industry as a whole [Find Your Next: Using the Business Genome Approach to Find Your Company's Next Competitive Edge](#) Andrea Kates, 2011-10-18 THE NEXT BIG THING IN BUSINESS INNOVATION FROM THE NEXT GENERATION S BRAND WHISPERER What can an oil company Pennzoil learn

from a great place to hang out Starbucks to create a new customer experience Jiffy Lube If you're a manager an executive or an entrepreneur you understand that your business is unique with its own challenges and rewards But thanks to the new science of the Business Genome process you'll be surprised to see how many businesses share a similar genetic structure And by understanding what works and what doesn't for your business's genomic type you can play to your strengths adapt to your weaknesses and change the course of your company's future Business Genome project creator Andrea Kates calls it Find Your Next a field tested customized blueprint for mapping out your business DNA in four powerful steps 1 Sort through your options and assess your hunches 2 Match your genome to other successful business models 3 Hybridize your company by grafting new ideas with proven successes 4 Adapt and thrive by breaking old habits and starting new trends This high impact transformative guide walks you through every step of the process combining intuition and experience with statistical data and fascinating case studies You'll learn how two unrelated businesses Hyatt Hotels and Sharp HealthCare discovered untapped opportunities in their customer experience You'll read how General Motors and OnStar hit the jackpot by examining something that wasn't there You'll find in depth interviews with GE's Mark Vachon IndieGoGo's Danae Ringelmann P F Chang's Rick Federico and other leaders of innovation And you'll learn how to crack the genetic code behind the six essential building blocks of business product and service innovation customer impact talent leadership and culture process design trendability and secret sauce Once you unlock the secret of your company's DNA you can evolve your strategy build your future and find your next PRAISE FOR FIND YOUR NEXT When you add it all up this is indeed a time of great change and arguably much of what we know about management today is becoming obviated Which is why Find Your Next is such a helpful contribution to every manager's arsenal It embraces the shift from industrial models to models for the 21st century And it's a great read packed with great stories and tons of practical advice Read enjoy and prosper Don Tapscott from the Foreword of Find Your Next Every great strategic thinker uses the ideas in this book but it took Andrea Kates to write them down for the rest of us Seth Godin author of We Are All Weird Andrea Kates is this generation's new brand whisperer and Find Your Next is the best toolkit for landing on your company's next Lane Cardwell President P F Chang's China Bistro Andrea Kates's ideas about the Business Genome project are cutting edge They will completely transform the way we think about the impact of cross organizational connections as a way to fuel business growth James Fowler author of Connected The Surprising Power of Our Social Networks and How They Shape Our Lives and Professor of Medical Genetics and Political Science UC San Diego Find Your Next combines radical thinking innovative insight and real world experience to give corporate leaders a powerful compass in this era of unprecedented economic challenge Catherine Crier former judge journalist and New York Times bestselling author Years ago I thought about what was next for music fans and turned to lessons learned from NASCAR and the NFL not other musicians to come up with the inspiration for the Lollapalooza festival That's exactly what Find Your Next provides an easy to follow guide to game changing innovation based on cross industry

thinking Perry Farrell founder of Lollapalooza festival and legendary rock frontman for Jane's Addiction The difference between a great idea and a great business result is the ability to integrate insights from lots of different sources and get an entire organization on board quickly Kates is onto something truly novel Find Your Next could easily become the new industry standard for innovation A must read Mark Vachon GE Company Officer If you thought you've been thinking creatively about your business get ready for a new ride In her book Andrea Kates describes the Business Genome approach a radically fresh roadmap to infuse innovative change into your business Pure magic Nick Pudar Vice President Strategy Adjunct Lecturer Farley Center for Entrepreneurship and Innovation McCormick School Northwestern University and independent innovation consultant Find Your Next brings together a collection of insights and approaches that challenge everyone in an organization from the CEO to the front line to be nimble and build new muscles for rapid innovation It disrupts the patterns of incremental growth from traditional strategic planning The result is a process that can get your organization to market faster and leapfrog the competition Alistair Goodman CEO Placecast [LEARN MORE ABOUT THE FIND YOUR NEXT BUSINESS GENOME APPROACH](#) [businessgenome.com](#) *The McGraw-Hill 36-Hour Course: Online Marketing* Lorrie Thomas, 2011-01-07 A crash course on the most dynamic marketing platform today Online marketing has evolved far beyond flashy websites and banner ads shouting at customers about your product It's about using an array of Internet tools to build credibility and visibility spread your message and form meaningful customer relationships The McGraw Hill 36 Hour Course Online Marketing puts you on the fast track to harnessing the power of the Web for your marketing goals It begins with planning and building a website and then provides in depth coverage of essential online marketing tools and techniques such as Content marketing and blogging Social media marketing Web analytics Search Engine Optimization SEO E mail marketing Online Public Relations Earn a Certificate of Achievement Through A Free Online Examination The McGraw Hill 36 Hour Course Online Marketing spells it all out in easy to understand terms and actionable steps You're already on your way to Web marketing mastery *The Handbook of Strategic Public Relations and Integrated Marketing Communications, Second Edition* Clarke L. Caywood, 2011-12-30 The definitive guide to PR and communications updated with the newest social media and brand reputation tools and techniques The most authoritative comprehensive resource of its kind The Handbook of Strategic Public Relations and Integrated Marketing Communications Second Edition is a gathering of 70 of the brightest most influential figures in the field It includes 27 new chapters as well as 44 new authors addressing the major changes in the field since the last edition the use of social media in business demanding and growing stakeholder relationships and a new era of openness and transparency to protect reputations and brands and to prevent crises Providing best practices for 28 key industries the handbook is conveniently organized into thematic sections Introduction to Public Relations and Integrated Communications research history law and ethics Stakeholder Leadership in Public Relations crisis management employees investors consumers press corporate philanthropy and digital communities

Current and Continuing Issues in Public Relations business sustainability environmental communications and reputation and brand management Industries and Organizations Business to Consumer and Business to Business automotive aviation insurance hospitality healthcare consulting financial food law and energy Each section highlights specific case studies and examples to illuminate exactly how to plan and execute different methods for optimum results The book concludes with a section on the future of the industry developing issues trends and roles of public relations and integrated communications Use The Handbook of Strategic Public Relations and Integrated Marketing Communications to position your company your brand and yourself for success for many years to come

### **Rules on Digital Trade in the Light of World Trade**

**Organization Agreements** Asif Khan,2023-12-14 Doctoral Thesis Dissertation from the year 2023 in the subject Business economics Trade and Distribution language English abstract This doctoral dissertation deals with rules on digital trade in the light of WTO agreements Digital trade has brought about profound changes in the international trade framework Traditional trade which primarily involved the exchange of physical goods has now expanded to encompass a wide range of digitally delivered services online transactions and data flows This transformation has been driven by advancements in technology and the increasing interconnectedness of the global economy The digital economy encompasses various digital technologies and platforms and has become a significant driver of economic growth and innovation It allows businesses to reach international markets more quickly and efficiently transcending geographical barriers The internet mobile devices cloud computing and artificial intelligence have facilitated this digital transformation These technologies enable seamless communication data storage and processing automation and personalised services revolutionising how businesses operate and engage in international trade Digital trade has created new opportunities for businesses of all sizes Small and medium sized enterprises have benefited from the ability to access global markets through digital platforms and e commerce These platforms provide a means for Small and medium sized enterprises to connect with potential customers worldwide establish their presence and market their products and services without needing a physical presence in foreign markets This has lowered entry barriers and empowered Small and medium sized enterprises to participate in global value chains expanding their reach and contributing to economic growth One of the notable developments in the digital trade era is the rise of platform based businesses These platforms such as e commerce marketplaces ride sharing services and online payment systems act as intermediaries connecting buyers and sellers across borders They facilitate transactions provide infrastructure and services and enable businesses to expand their customer base globally Platforms have become influential players in international trade shaping market dynamics and redefining traditional trading system

*Encyclopedia of E-business Development and Management in the Global Economy* In Lee,2010 As globalization and competition pose new opportunities and challenges firms strive to discover effective and efficient e business models and applications to contribute to their sustainability growth and innovation The Encyclopedia of E Business Development and Management in the Global



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*The Next Evolution of Marketing: Connect with Your Customers by Marketing with Meaning* Bob Gilbreath, 2009-08-09

**THE NEW LAW OF MARKETING** The Next Evolution of Marketing is a true beacon for all brand builders Many books claim that Bob s book delivers Jim Stengel former Global Marketing Officer Procter Gamble Some timeless truths restored for modern marketing and many new ones added An inspiring reminder of the value of brand behavior and how to make it happen Sir Martin Sorrell CEO WPP Persuasion has given way to sharing and marketing will never be the same John Gerzema Chief Insights Officer Young Rubicam and coauthor of *The Brand Bubble* Bob Gilbreath brilliantly shows why we re no longer living in our fathers marketing era Better yet he details how marketing works best when it adds value to people s lives and he provides a playbook for success David Meerman Scott bestselling author of *The New Rules of Marketing PR* and *World Wide Rave* This book provides a framework and compelling examples for creating the next generation of cultureleading brands Mark Greatrex Senior Vice President Marketing Communications and Insights The Coca Cola Company

**ABOUT THE BOOK** *Marketing with Meaning* The Breakthrough Strategy for Connecting with Customers The old interruptive model of marketing doesn t work Customers are tuning out They no longer listen to in your face messages Instead they demand meaning in the brands they buy and the marketing that reaches them Marketing strategist Bob Gilbreath s hot new concept *Marketing with Meaning* represents the next evolutionary step in a progression following direct marketing and permission marketing This groundbreaking methodology engages customers and wins their business by adding value to their lives Rather than pushing a product or service *Marketing with Meaning* woos customers by offering them something of value independent of purchase In *The Next Evolution of Marketing* Gilbreath unveils a revolutionary new approach to business that fills the gaping voids left in bottom lines when people started tuning out Gilbreath describes the marketing revolution now underway and the powerful forces driving it Inside he provides *Marketing with Meaning* success stories including Samsung s laptop and cell phone charging stations which are now found in more than 50 airports throughout the United States Dove s Campaign for Real Beauty and its viral video *Evolution* which has been viewed more than 100 million times Burger King s Xbox advergames which helped boost the company s profits by 40 percent in one year This first ever comprehensive model for creating and managing a meaningful marketing campaign uses in depth case studies of successful campaigns and explains how to develop and execute a solid strategy for meeting customers needs It also arms you with an original set of metrics for precisely measuring the effectiveness of your initiatives You simply cannot afford to get

left behind in advertising s golden age of interrupt tell and sell marketing Marketing with Meaning is how your customers demand business be done today and tomorrow The Next Evolution of Marketing is your guide to surviving and thriving in this marketing revolution     The Wall Street Journal ,2006     **Convene** ,2010     *The Economist* ,1916     F & S Index  
International: Industries, Countries, Companies ,1981     **Brandweek** ,2011

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