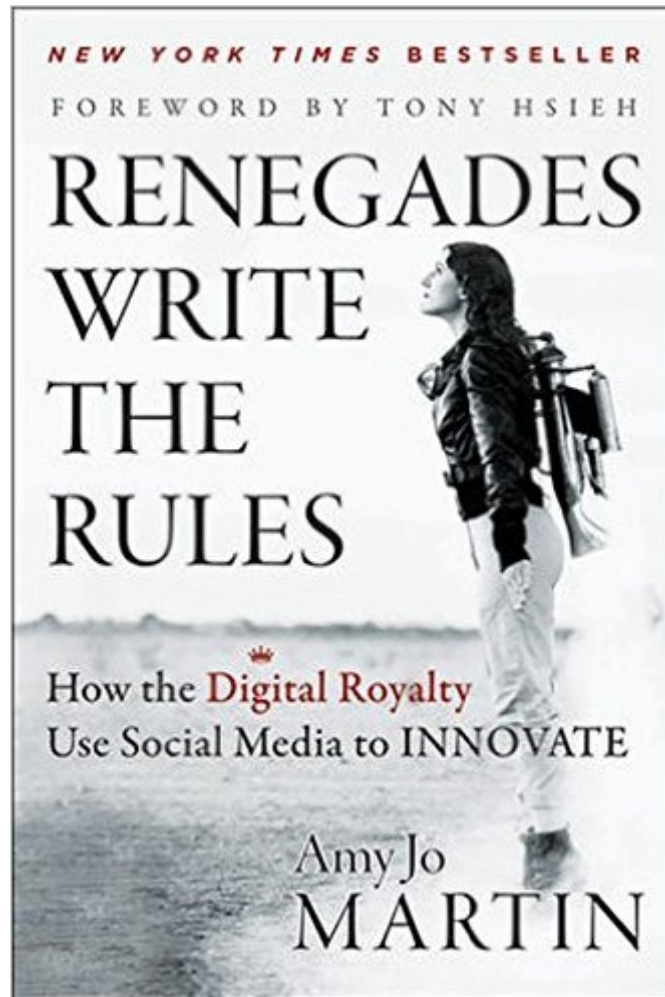


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Renegades Write The Rules: How The Digital Royalty Use Social Media To Innovate



Synopsis

Learn the rules to building loyal (and lucrative) digital followings Renegades Write the Rules reveals the innovative strategies behind the social media success of today's top celebrities, brands, and sports icons, and how you can follow their lead. Author Amy Jo Martin is the founder of Digital Royalty and the woman who pioneered how professional sports integrate social media. In this book she shows how to build a faithful following and beat the competition clamoring for people's attention by continually delivering value - when, where, and how people want it. People want to be heard, to be involved, to be entertained, to be adventurous, to be informed. Reveals the winning strategies for using social media to achieve dramatic results Shows how to gain influence with social media that requires an unprecedented (and potentially uncomfortable) level of accessibility and ongoing affinity Filled with illustrative examples of social media successes (including Dwayne 'The Rock' Johnson, Shaquille O'Neal, and Nike) that show how humanizing a brand through social media leads to monetization Explores how Amy Jo Martin and other successful entrepreneurs are becoming renegades by using social media to innovate their personal and professional lives The book reveals one of the basic rules of digital media success: Humans connect with humans, not logos and creative taglines.

Book Information

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Customer Reviews

Ms. Martin has enjoyed tremendous success using Twitter to connect with fan base for her clients who are mostly sports figures or sports franchises. She is known as "The Twitter Queen." Engaging

fans through social media, mostly Twitter, has propelled her clients, who include Shaquille O'Neal, to tremendous success. Ms. Martin promises to explore both of these and more celebrity-franchise-as-brands in greater detail. I found *Renegades Write The Rules* highly readable but short on significant substance. As I read, although I was entertained by her stories of celebrities from the sports world who are her primary customers, I became aware that she was holding real information. For this reason, I feel her work falls short of being a definitive social media guide. Fans of sports celebrities might enjoy it tremendously. Ms. Martin's book is not broken down into chapters. She presents rules. There are eight of them in the book as subject headers. She has rules like Be The Media, Show Some Skin, Get Comfortable Being Uncomfortable. One of the things Ms. Martin does well in many of her examples is juxtaposition and she does this to illustrate these rules, contrasting successful and not-so-successful branding. Although she mostly uses the phrase "social media", she mostly means Twitter. Most of her illustrative examples are outlines of Twitter campaigns with a minor mention of Facebook every now and then. Ms. Martin makes a convincing case for success in social media marketing requiring a management team willing to engage and alter some of their thinking. She offers kernels of wisdom, such as considering ROI not just to be "return on investment" but also "return on influence".

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