

Book Notes -- Jab Jab Jab Right Hook

Themes

need to embrace authenticity.
show your community that you get them and are one of them
listen
be nimble
putting your own spin on content builds trust

Argument

Success in social media boils down to three things:

- understanding the nuances of your platform
- using a distinct voice
- driving your business goals

Subject

Jab ... offers a formula for developing social media marketing strategies and creative that really works.

Notes

Great marketing is all about telling your story in such a way that is compels people to buy what you are selling.

Jabs are the lightweight pieces of content that benefit your customers by making them laugh, snicker, ponder, play a game, feel appreciated, or escape; right hooks are calls to action that benefit your businesses.

Right hooks:

- Make the call to action simple and easy to understand.
- Perfectly crafted for mobile and digital.
- Respect the nuances of the social network.

Characteristics of great content

1. It's native. It fits the style and tone of the platform.
2. It doesn't interrupt.
3. It doesn't make demands (often). Make it for your customer or your audience, not for yourself. The emotional connection you build through jabbing pays off on the day you decide to throw the right hook.

4. It leverages pop culture.

5. It's micro. You don't have to create new campaigns every year. Jab at people all the time. Talk about what they're talking about. When they start talking about something different, talk about that, too.

6. It's consistent and self-aware.

Facebook

The engagement that marketers most want to see, purchases, is not the engagement that Facebook's algorithm measures, and not the engagement that ultimately affects visibility.

EdgeRank doesn't measure whether you sell anything ever. Facebook's greatest priority is making the platform valuable to the consumer, not the marketer.

Great content is not the content that makes the most sales, it's the content that people most want to share.

From now on, the difference between your content and your ads on Facebook will be ... nothing.

Essentially, Facebook makes it cost-inefficient to distribute bad creative.

Questions to ask when creating Facebook micro-content:

- Is the text too long?
- Is the text provocative, entertaining, or surprising?
- Is the photo striking and high quality?
- Is the logo visible?
- Have we chosen the right format for the post?
- Is the call to action in the right place?
- Is this interesting in any way, to anyone? For real?
- Are we asking too much of the person consuming the content?
- Would we share it?

Twitter

Twitter users use the platform knowing their tweets are public. People on Twitter are looking for attention; they welcome the spontaneous conversations that can ensue from a tweet.

It wouldn't take much imagination for an office furniture retailer to engage with people who mention the company name or words like: work, employee, employer, office, desk, Aeroon, printer, scanner, and other office-related terms.

Think of all the interesting ways it could engage with people with these words on their mind, however: deadline, backache, fluorescent, happy hour, raise, promotion, weekend, swivel, or clutter.

Check trends and respond. Look for unexpected connections.

Twitter is a great place to listen.

Questions to ask about your Twitter content

- Is it to the point?
- Is the hashtag unique and memorable?
- Is the image high quality?
- Does the voice sound authentic?
- Will it resonate with the Twitter audience?

Pinterest

Aspiration and acquisition are two of the most powerful human drivers that lead people to buy, and Pinterest can satisfy both.

What's supremely fun and unique about Pinterest is that people can follow your boards, not just the brand, which means that even if your product has some inherent limitations on Pinterest, you can still explore aspects of your brand that in other formats you might keep under wraps for fear of confusing your brand message. Pinterest gives you the freedom to set your brand's personality free.

Pinterest is eye candy, so every pin must be visually compelling.

Tangents are okay.

Questions to ask about your Pinterest content

- Does my picture feed the consumer dream?
- Did I give my boards clever, creative titles?
- Have I included a price when appropriate?
- Does every photo include a hyperlink?
- Could this pin double as an ad or act as an accompanying photo to an article featured in a top-flight magazine?
- Is this image easily categorized so people don't have to think too hard about where to repin it on their boards?

Instagram

When you load photos on the service, you're putting out content that no one can immediately do anything with, just like when you place ads in magazines. And you're doing for the same reason: scale.

Tips:

- Make it "Instagram": artistic, not commercial.
- Go crazy with hashtags.
- Become Explore-worthy (the best content is on the "Explore" page).

Questions to ask about your Instagram content

- Is my image artsy and indie enough for the Instagram crowd?
- Have I included enough descriptive hashtags?
- Are my stories appealing to the young generation?

Tumblr

Tumblr is the original interest graph platform, meaning connections are made based on what people are interested in. Produce the right eye candy for your audience, and they will find you.

Unique to Tumblr: animated gifs.

Questions to ask about your Tumblr content

- Did I customize my theme in a way that properly reflects my brand?
- Did I make a cool animated gif?

Emerging networks

LinkedIn
Google+
Vine
Snapchat

Final thought

All companies are media companies.

Michelin > Restaurants

Guinness > World Records

Nike > Sports network?