

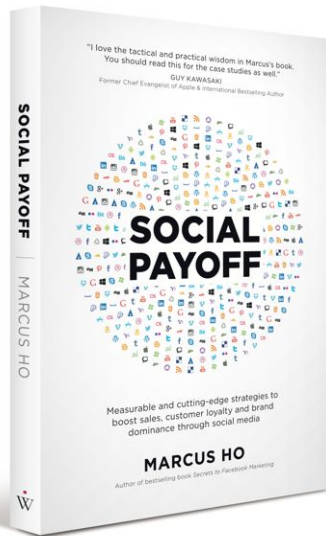
NEW RELEASE 2014

MARCUS HO
SOCIAL PAYOFF

Measurable and cutting-edge strategies to boost sales, customer loyalty and brand dominance through social media

Many businesses get on social media just because they want to be on the bandwagon. With the fast-changing nature of social media, most businesses forget to set clear objectives and have already spent lots of money on advertising to get fans and plenty of engagement. Yet, such results are not leading to a positive impact on the bottom-lines of businesses. With the most measurable and cutting-edge strategies inside, Social Payoff tells you how to reach customers effectively and how to build valuable relationships that will shape the future of your business. With this book, you will discover how to:

- Plan your social media strategy to increase sales and cultivate customers' trust and loyalty
- Find your potential customers on the social web and to connect with them
- 24 metrics to measure social media ROI effectively
- Attract digital influencers and champions to build your reach and gain attention quickly.



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MARCUS HO is a highly sought-after Social Media Strategist who specialises in increasing sales and customer loyalty through social media. Well known for his cutting-edge, fresh insights and proven strategies, Marcus has successfully helped over 200 corporations and SMEs to rake in hundreds of thousands within very short periods of time. Some of his clients include Qatar Airways, 3M, Pernod Ricard, Dassault Systèmes, FreshKon, Home-Fix, Scanteak and Singapore Management University. Most recently, his campaigns have also won internationally acclaimed awards such as Smitty's Travel+Leisure. Before founding SocialMetric, Marcus was the founder of Techzone.SG, one of Singapore's largest e-commerce store for Apple accessories. His social media chops were honed from there as the website's key driver of traffic and sales were primarily from social media. After a year and a half, he successfully exited the company to a private equity firm. For more information on Marcus and his cutting-edge strategies, visit www.socialmetric.com



PRAISE FOR *SOCIAL PAYOFF*

"I love the tactical and practical wisdom in Marcus's book. You should read this for the case studies as well."

GUY KAWASAKI

Former Chief Evangelist of Apple & International Bestselling Author

"This book is loaded with practical, proven ideas that show you how to immediately increase your sales with social media."

JAY BAER

International Speaker and Bestselling Author *Unlimited Sales Success*

"Smart stuff from a smart guy."

BRIAN TRACY

New York Times Bestselling Author *Youility*