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JAB JAB JAB RIGHT HOOK: How to Tell Your Story in a Noisy Social World

GARY VAYNERCHUCK

Gary Vaynerchuk is a serial entrepreneur and the CEO and co-founder of VaynerMedia, a full-service digital agency servicing Fortune 500 clients across the company's 4 locations. He has been named to both Crain's and Fortune's 40 Under 40 lists.

Gary rose to prominence in the late 90's after establishing one of the first ecommerce wine sites, WineLibrary, helping his father grow the family business from \$4 to \$60 Millions in sales.

Gary is also one of the most sought after public speakers alive today. He is a venture capitalist, 4-time New York Times bestselling author, and an early investor in companies such as Twitter, Tumblr, Venmo and Uber.

Don't Forget The Jabs!

In today's social World, marketers are throwing their best right hooks - their next highly anticipated sale or campaign - all over Facebook, Twitter, Instagram, and YouTube...

... and they're failing to land killer blows in the form of increased sales and market share. They're swinging as hard as they can - but they're failing to connect.

What they're missing is the importance of the 'jabs': the lightweight pieces of content that benefit your customers by making them laugh, snicker, ponder, play a game, feel appreciated, or simply escape life for a while - and authentically build relationships between brands and customers.

In this summary, you'll learn how to create powerful 'jabs' that will most resonate with consumers as they look at their mobile device forty times a day, in each of the 5 most popular social media sites right now.

Important Stats To Know:

- There are nearly 325 million mobile subscriptions in the United States alone. And when people are on their devices, almost half are networking on social media.
- 71 percent of people in the United States are on Facebook, more than a half billion globally are on Twitter - and almost half of all social network users check in on these sites at least once a day, often as soon as they wake up in the morning.
- One in four people say they use social media sites to inform their purchasing decisions.
- Boomers, who control 70 percent of U.S. spending, increased their social usage 42 percent in one year alone.
- Emails, banner ads, search engine optimization (SEO) - the power of all these stalwart digital marketing tactics of the Internet era is diminishing FAST:

Social Media Marketing 101:

Most lazy marketers and SMB make the terrible mistake of 'saving time' and creating one piece of content and share it in all their social media accounts.

But content for the sake of content is pointless. Tone-deaf posts, especially in the form of come-ons and promos, just take up space, and are justifiably ignored by most of the public. Only outstanding content can cut through the noise.

There are 6 characteristics of outstanding content and compelling stories that are universal across all Social Media Platforms:

As Gary V. puts it:

“Content is king, but context is God”

You can put out good content, but if it ignores the context of the platform on which it appears, it can still fall flat.



(Image from pg.3)

The writing's on the wall: The fastest-growing marketing sector getting people's attention is social media - and to win in today's business world, you MUST adapt!

1 It's Native

Each Social Media platform cultivates a unique language, culture, sensibility, and style. Some support text-heavy content; others are better suited for richly designed visuals. Some allow hyperlinks; others don't. These differences are not minor - putting the wrong kind of content on a platform will doom your marketing efforts.

Native content is crafted to mimic everything that makes a platform attractive and valuable to a consumer - the aesthetics, the design, and the tone. It also offers the same value as the other content that people come to the platform to consume.

That value can take many forms. Sometimes it's in a few minutes' respite from the stress of a busy day. Sometimes it's in the form of entertainment, information, news, celebrity gossip, friendship, a sense of connection, a chance to feel popular, or an opportunity to brag.

Social networking sites light up people's dopamine pathways and the pleasure centers of their brain. Your content must do the same, and it will if it looks the same, sounds the same, and provides the same value and emotional benefits people are seeking when they come to the platform in the first place. In other words, it will if it is NATIVE.

That's because unlike most of the marketing tactics forced down consumers' throats in the past, smart, native social media tries to enhance the consumer's interaction with a platform, not distract him from it.

2 It Doesn't Interrupt

Today marketers don't have to intrude on the consumer's entertainment. In fact, it's VERY important that we don't.

People have no patience for it anymore, as evidenced by the speed with which they jumped on the chance to bypass advertising altogether with the advent of DVRs in the late 1990s, and other commercial-skipping devices.

If we want to talk to people while they consume their entertainment, we have to actually be their entertainment, melding seamlessly into the entertainment experience. Whatever experience people are seeking on their preferred platforms, that's what marketers should attempt to replicate.

And that will probably NOT look like a hard promotion or 'right hook' most of the times.

But you must keep in mind that while your customers may not be in a buying frame of mind today, you never know about tomorrow - and they will be far more likely to make a purchase from a brand they believe understands them and represents what they value than one to which they have no emotional connection.

3 It Doesn't Make Demands - Often

When marketing in today's Social Media world, you must make your advertising for your customer, not for yourself.

Be generous. Be informative. Be funny. Be inspiring. Be all the characteristics we enjoy in other human beings. That's what jobs are all about. Right hooks represent what is valuable to you - getting the sale, getting people in the door. Jobs are about what is valuable to the consumer.

There are three categories under most of your content should fall to be considered valuable on Social Media platforms:

1. Social networks, which tells you that people are interested in other people.
2. Entertainment, including games and music apps, which tells you that people want to escape.
3. Utility, including maps, notepads, organizers, and weight loss management systems, which tells you that people value service

Because when you jab, you're not selling anything. You're not asking your consumer for a commitment. You're just sharing a moment together. Something funny, ridiculous, clever, dramatic, informative, or heartwarming. Maybe something featuring cats. Something, anything, except a sales pitch.

Your stories needs to move people's spirits and build their goodwill, so that when you finally do ask them to buy from you, they feel like you've given them so much it would be almost rude to refuse.

Jab, jab, jab, jab, jab . . . right hook! (Give, give, give, give, give . . . ask)

4 It Leverages Pop Culture

To win in today's Social Media world, you must show your fans, whoever they are, that you love the same music they do.

Prove that you understand them by staying on top of the gossip about celebrities from their generation. Create content that reveals your understanding of the issues and news that matter to them.

5 It's Micro

Micro content are tiny, unique nuggets of information, humor, commentary, or inspiration that you reimagine every day, even every hour, as you respond to today's culture, conversations, and current events in real time in a platform's native language and format.

Gary gives an awesome example of this in his book:

When the power went out in the Superdome during the third quarter, leaving thousands of spectators in the dark for a half hour, Oreo saw an opportunity.

It tweeted, "**Power Out? No Problem.**" Attached was a photo of a lone Oreo cookie waiting in the dark, with accompanying text that read, "You can still dunk in the dark."

Suddenly, all those people waiting for the power to be restored saw a funny reminder that Oreo is the cookie for all occasions. Within minutes it had been retweeted across Twitter and liked on Facebook tens of thousands of times.

The tweet didn't tell anyone to go buy Oreos - but you can bet it had a HUGE impact in Oreo's sales - and its goodwill with the market.

So jab at people every day. Talk about what they're talking about. When they start talking about something different, talk about that instead!

It's Consistent and Self Aware

Always consider how each and every post, tweet, comment, like, or share will confirm your business's identity. Though your business's micro-content will vary wildly every day, it must consistently answer the question "Who are we?"

No matter how you tell your story, your personality and brand identity must remain constant, too. When you're self-aware, you know your message. When you know your message, it's easy to keep it consistent in every setting.

Story Telling On Facebook:

Facebook is the biggest, baddest social network - the one that changed our culture as monumentally as television.



It's hard to dismiss a platform as skewing too young, or too experimental, or too trendy, when your niece, your brother, your seventy-two-year-old dad, and more than a billion other people are on it.

Now, as its user base grew, Facebook had to figure out how to prevent users' streams from getting clogged up with posts they weren't interested in - so it created 'EdgeRank'.

Every interaction a person has with Facebook, from posting

a status update or a photo, to liking, sharing, or commenting, is called an "edge". The more engagement a user has with a piece of content, the stronger EdgeRank believes that user's interest will be in similar content, and it filters that person's news stream accordingly.

Facebook's greatest priority is making the platform valuable to the consumer, not to you, the marketer. What it cares about is whether people are interested in the content they see on Facebook, because if they're interested, they'll come back.

Sadly (for Marketers and Business Owners), what proves interest are likes, comments, shares, and clicks - not purchases.

If you want to maximize your eyeballs, it's not enough to get people to read your article or buy your product - you have to get them to engage with it so that it spreads. On Facebook, the definition of great content is not the content that makes the most sales, but the content that people most want to share with others - and engage with the most.

To truly win on FB, you must get to know your community like your own family. Tell them stories they want to hear. Give openly and generously - **jab, jab, jab, jab, jab.**

Remember, you're all about your brand, but your customer is not.

In his book, Gary gives the example of a company that sells boots, and related topics they could talk about: weather, climbing, hunting, how boots protect people's feet during rowdy concerts - these are all topics that are directly related to boots, or at least only about one mental step away.

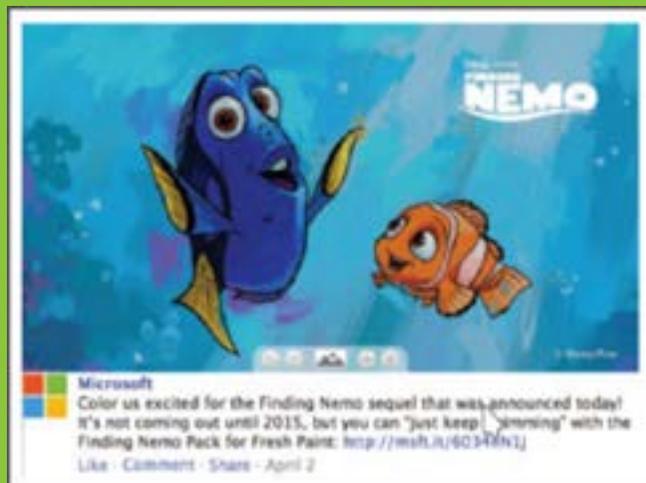
By talking about topics other than your brand, now you start talking like a human being, not a company. People like that, and they respond.

This is good for you, because the uptick in engagement tells Facebook that this brand matters to people. So when you put out your next piece of content, Facebook makes sure your customers see it in their News Feed.

Questions to Ask When Creating Facebook Micro-Content:

- Is the text too long?
- Is it 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?

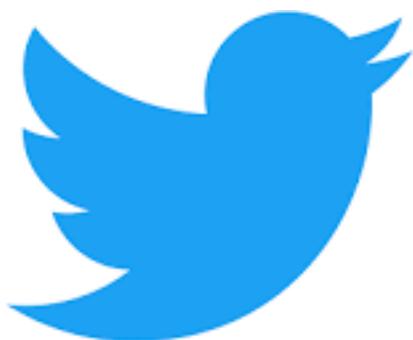
Here's an example of a FB Post Gary liked:



"It's nice to see a stodgy, unsexy company show it's creative, fun side as it rides the zeitgeist." pg. 69

Listen Well On Twitter:

On this platform, and this platform alone, content often has far less value than context. Success on Twitter is mainly related to how much valuable context you add to content - your own, and that produced by others.



The main mistake most marketers make is to use Twitter primarily as an extension of their blog, a place to push a link to content they have posted elsewhere. They'll also often use it as a place to brag, especially by retweeting favorable things people say about them. But Twitter primarily rewards people who listen and give, not those who ask and take.

Now, if Facebook's main currency is friendship, Twitter's is news and information. But anyone can present news, and on their own, your tweets about your product or service are tiny drops in the deluge of

information that hits people when they come to the site. The only way to differentiate yourself and pique people's interest is through your unique context.

Breaking out on Twitter isn't about breaking the news or spreading information - it's about deejaying it. News has little value on its own, but the marketer who can skillfully spin, interpret, and remix it in his or her own signature style can often tell a story that is more powerful and memorable than the actual news itself.

In his book, Gary gives explains this with an example imagining you're a movie theater in Minneapolis. He explains:

"You could tweet 'Just in - a great review of Bradley Cooper's newest movie from the Star Tribune.' This is a common way to tweet - a little content, a link to a website, and you're done.

But what if you put a little more than the bare minimum of effort into that job? What if instead of offering the boring facts, you offered something fresh? How much more interesting would it be if you tweeted "The Star Tribune has lost its mind. This movie stinks!" and then add the link. Now that job has some muscle behind it." pg. 86

Today, entertainment and escapism are prized above almost anything else. Consumers want infotainment, not information. Information is cheap and plentiful; information wrapped in a story, however, is special.

So make a statement, stake out a position, establish a voice - this is how you successfully job your Twitter followers.

Something very important on Twitter is taking advantage of hashtags - they are a GREAT way for small businesses to get attention. That trending hashtag is getting clicked by tens of thousands of people. There is no reason why someone won't spot your version, like it, and go to your profile page to see what else you have to say.

So get creative, have fun, and start experimenting with creating content on the spot, because the trending topics you see one minute will be gone the next. They have short life spans.

"This one is impressive, a truly awesome example of skillful trendjacking. #ThoughtsInBed was trending. Taco Bell jumped in and offered their answer in their typical snarky, cheeky, edgy voice. Obviously their efforts resonated, because out of only about 430,000 followers, they received almost 13,000 retweets.

Why did the tweet perform so well? Because Taco Bell did exactly what they were supposed to do - they respected the platform, and they talked in the same voice as their consumer" pg. 110

Here's an example of a tweet Gary V. liked:



Glam It Up On Pinterest

There are 150+ million monthly ACTIVE users as of the writing of this summary (2017), 70 Million from the US, 81% of which are female. So unless you sell a product that no woman in a million years would want for herself or any person in her life - you MUST have your brand on Pinterest.



Pinterest was invented to help people create online collections of things that they love and that inspire them. It immediately took off as a fantasyland for food porn addicts, fashion lovers, and people seeking home renovation and décor ideas. But it goes much deeper than that:

We love displays and symbols and stuff that quickly and silently tells the world who we are. And we love visual reminders of who we want to be.

As Gary V. puts it,

"Our homes may be cluttered, our cellulite may be out of control, and when we want to be profound we may only come up with fortune-cookie wisdom, but online, our Pinterest collections reveal that we dream of living in a serene shelter magazine spread, draping beautiful clothes over our slim silhouettes while effortlessly quoting Henry David Thoreau and the Dalai Lama." Pg. 119

Aspiration and acquisition are two of the most powerful human drivers that lead people to buy, and Pinterest can satisfy both. And the numbers prove that Pinterest has become where people go to fulfill their material and emotional wish lists:

A survey by Steelhouse shows that Pinterest users are 79 percent more likely to purchase something they spot on Pinterest than on Facebook, and Pinterest produces four times the revenue-per-click of Twitter.

Those statistics should send you flying to click the bright red "Join Pinterest" button to set up your account if you don't have one already!

Now, Pinterest is eye candy, so every pin must be visually compelling. But visually compelling pins are not enough! You MUST create context for every pin.

For example, Gary explains that something like a pin with the caption "Tea You Drink After a Bad Date," or "Tea for Handling the In-Laws," or "Tea to Celebrate Summer Break."

Now you've created context, proving that you sympathize with your user's experience and that your brand has a place in her life. As with Twitter, there is tremendous value in putting your own spin on the content that others bring to the platform. You may not be making direct sales, but you're offering value to consumers by becoming someone they can trust, thus increasing their incentive to come to you if they do decide they need your product or service.

Gary also explains that a tea vendor may repin a picture of a beautiful teakettle under a board labeled "Tea Gear." She could then add underneath: "Pretty to look at, but be careful. Unless it's filled to the brim, you have to practically turn the kettle upside down to pour water out of it, which places your hand directly in the rising steam. We're sure the company is fixing the design flaw as we speak."

NOTE: You're not insulting the product, you're stating a fact based on your experience with teakettles, and you're giving the company a chance to engage and tell their side of the story. Every now and then, you can try aggressive sales pitches like: 'Teas We Recommend This Month!' If you've thrown enough compelling jabs, no one will find it off-putting to come face-to-face with the occasional right hook. If anything, they'll be glad you made it so easy for them to try your product.

"More than half of the people on the site will never actually bake the three-layer cake they just repinned on their board, and an even smaller number will own a pantry like the one featured on Whole Foods' "Hot Kitchens" board. But it doesn't hurt to dream, and Whole Foods knows it." pg. 124

Here's an example of a Pinterest post Gary liked:



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?

Create Art On Instagram



Instagram is another visual-centric social network, like Pinterest. But unlike Pinterest, where repinning is encouraged, users can only share their own Instagram photos. And while on Pinterest you can embed a hyperlink into your photo that with one click will direct users to your product or service page, Instagram is a closed loop.

Anyone who clicks on your Instagram photo gets brought back to Instagram. (Smart move for Instagram, not so good for marketers interested in sending traffic to a specific online location.)

But the app's rapid growth rate proves that people are increasingly drawn to mobile, image-based content. And as always, where consumers go, so should marketers. You can consider Instagram as one of the great jabbing platforms, there to set the tone, tell your story, reinforce your brand, and build impressions.

And yes, you CAN have a CTA on your Instagram posts. While you can't embed a hyperlink into your picture, there's no reason why you can't insert a URL into your description. You could even tell people to go to your link and use the code "Instagram" to get 10 percent off your product

Now, inserting too many calls to action will feel like spam. But every now and then, in the midst of jabbing, a right hook is perfectly acceptable.

A Few Tips To Creating Successful Instagram Content:

Make it “Instagram.” People love Instagram because of the quality of the content that has up until now been made available there. No one is going to Instagram to see advertisements and stock photos. Native Instagram content is artistic, not commercial. So use your content to express yourself authentically, not commercially.

Reach the Instagram generation: Learn to make Instagram work for you - it will be your gateway to the next generation of social users.

Go crazy with your hashtags: On Instagram, hashtags are the whole darn cupcake. You can't overuse them. Putting out five, six, or even ten hashtags in a row per post isn't a bad way to communicate.

One click on a hashtag brings a user to a whole page of other images with the same hashtag. There is no better way to earn more impressions and gain followers. Hashtags are the doorways through which people will discover your brand; without them, you're doomed to invisibility.

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?

Here's an example of an Instagram post Gary liked:



“Ben & Jerry’s micro-content is the perfect flavor for Instagram - spare and sweet. Their product delivers such a visual pop, they have no need to insert the logos that are normally an essential part of a good Instagram jab.” pg. 139

Get Animated on Tumblr:

Tumblr isn't for everyone. It skews young, appealing largely to eighteen- to thirty-four- year olds with a slight tilt toward women. It skews extremely artsy, providing an exhibition space for photographers, musicians, and graphic designers.



It does have its advantages though. It ranks number one in average number of minutes per visit (Facebook ranks third), and unlike Facebook and Twitter, which guide social connections through who you know, the connections are made based on what people are interested in.

So as long as you produce the right eye candy for your audience, they will find you.

Tell your story and create brand impressions through amazing art that highlights what makes your brand special. Tumblr is artsy, and so is its audience. Study the platform, figure out what people are looking for, and give it to them in the platform's native tongue, preferably in GIF form.

Don't be afraid to deejay other people's content by adding your own copy and posting it to your blog, either. The easy shareability of content makes community building a cinch here. Make sure to add plenty of detailed tags to make it easy for people looking for content like yours to find.

While Tumblr is overwhelmingly a platform ripe for jabs, right hooks are possible. Just keep them very, very quiet. Every now and then, add a link to the bottom of your content that directs users to your Web page or retail site. If your content is as good as it should be, people will be thrilled to

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"It scores high on the cool spectrum: and Tumblr demands coolness. Even people who have no interest in the brand's history as a pioneer in photojournalism will be captivated by this image, and curious to know more about the company that posted it.

It rides the pop culture zeitgeist: By posting this picture on Brando's birthday, when the actor was already bound to be part of the global conversation, Life gave it a much better chance of being noticed by consumers and other publications than if they had posted it on any other random day." pg 156

Here's an example of a Tumblr post Gary liked:



Happy Birthday, Marlon Brando -- celebrate with rare photos from the early days of his career.

Not originally published in LIFE, Marlon Brando takes a break while waiting for his role in *The Way*, 1945.

(Ed Clark—Time & Life Pictures/Getty Images)

Twitter 1 Like 1

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?
- Did I make a cool animated GIF?
- Did I make a cool animated GIF?

(No, that threepeat wasn't an editing mistake. Gary is BIG on using GIFs on Tumblr!)

Final Thoughts and Conclusions:

Look, it does take a ton of effort to figure out how to use any social media platform to its full potential, and today we've got seven major ones to contend with.

But I promise, the investment you make in familiarizing yourself with the ins and outs of these platforms will pay off, now and in the future.

And always keep in mind, content is king, context is God, and then there's effort. Together, they are the holy trinity for winning on Facebook, Twitter, and any other platform,

Effort is the great equalizer. Never has effort counted more than it does today. Social media gave access to the market and even an edge over corporate behemoths to creative, determined, nimble upstarts.

If you throw a great jab or right hook on Facebook, people will start to comment. Marketers that creatively and sincerely engage in as many of those resulting conversations as possible will be able to scale their relationships higher than their opponent.

And while you're there, be charming. Be funny. Show you care. People love to be entertained and informed, but they'll take that from anyone. The real connection, and the loyalty, happens when they believe that you care about them both as a customer and as an individual. People are usually astonished when a brand puts in extra effort to make them happy.

Bigger businesses will be able to jump in on more conversations than others, but volume alone won't raise a brand's engagement levels - the quality of the conversation will.

Marketers who put in the effort to really understand the nuances and subtleties of the platforms explored in this book can and will dominate.

Yes, it will be frustrating when Facebook once again makes changes to its algorithm and newsfeeds, and Twitter and Pinterest will probably make tweaks and redesign.

But if you don't give in to the frustration, and do persist in staying alert and figuring out how to use these changes to your advantage, you'll instantly be leagues ahead of most of the marketing pack.

Key Quotes:

1. "The right hook gets all the credit for the win, but it's the ring movement and series of well-planned jabs that come before it that set you up for success". (Introduction)
2. "Today, getting people to hear your story on social media, and then act on it, requires using a platform's native language, paying attention to context, understanding the nuances and subtle differences that make each platform unique, and adapting your content to match. " (pg.14)
3. "When you create stellar content native to a platform's context, you can make a person feel; if your content can make a person feel, he is likely to share it with others, providing you with amplified word of mouth at a fraction of the cost of most other media". (pg.27)
4. "As a small business, you gain an edge over larger companies when it comes to being nimble and authentic, two imperatives to successful Twitter marketing. Because you haven't let your personality get squashed by a PR or legal department, you have more freedom to say what you think, to look for humor in unexpected places, ". (pg.92)
5. "Budgets should have no effect on the amount of effort, heart and sincerity that can go into your conversations with your customers ". (pg.178)

Key Takeaways:

1. The fastest-growing marketing sector getting people's attention is Social Media - and to win in today's business world, you MUST adapt!
2. Throwing 'Jabs' to set up your 'Right Hooks' is the KEY to winning in Social Media. Jabs are the lightweight pieces of content that benefit your customers by making them laugh, snicker, ponder, play a game, feel appreciated, or simply escape life for a while.
3. Each Social Media platform cultivates a unique language, culture, sensibility, and style. These differences are not minor-putting the wrong kind of content on a platform will doom your marketing efforts.
4. Native content is crafted to mimic everything that makes a platform attractive and valuable to a consumer - the aesthetics, the design, and the tone. It also offers the same value as the other content that people come to the platform to consume.
5. To truly win on FB, you must get to know your community like your own family. Tell them stories they want to hear. Give openly and generously - jab, jab, jab, jab, jab. Remember, you're all about your brand, but your customer is not.
6. Aspiration and acquisition are two of the most powerful human drivers that lead people to buy, and Pinterest can satisfy both.
7. Marketers who put in the effort to really understand the nuances and subtleties of the platforms explored in this book can and will dominate.
8. Today, entertainment and escapism are prized above almost anything else. Consumers want infotainment, not information. Information is cheap and plentiful; information wrapped in a story, however, is special.

The ONE action to take:

Choose one of these 5 Social Media giants and GO DEEP.

Remember, quality trumps quantity.

Really understand your audience. Get to know them on a deep level. Understand the nuances of the Social Media platform you chose. How can you ADD to the value users visit the site for?

How can you create native, entertaining micro content that would make your potential customers bond with your brand?

Give, give, give! Build a REAL relationship with your community. And when the time is right, knock them out with a well executed right hook.

Yes, it'll take time and effort. But it will pay dividends for year to come!