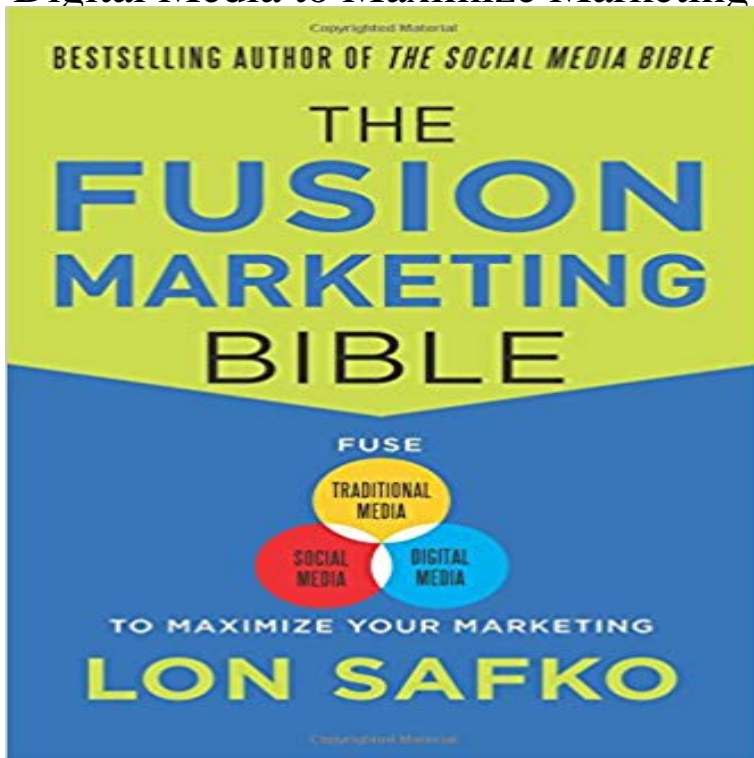


# The Fusion Marketing Bible: Fuse Traditional Media, Social Media, & Digital Media to Maximize Marketing



Turbocharge your marketing efforts with the powerful FUSE! strategy The Fusion Media Marketing Bible explains how to pinpoint the most effective elements of your traditional marketing efforts and combine them with social media and digital marketing to reach more customers than ever, while spending less money. Packed with case studies from LinkedIn, New Zealand World Cup Rugby, Sheetz Convenience Store Restaurants, and other companies that have made fusion marketing work for them, it provides everything you need to drive dramatic increases in traffic and revenues. Praise for the The Fusion Marketing Bible As many marketers get attached to social media tools, they have forgotten that all marketing is about having conversations and providing real benefits to customers. Lons techniques will teach you how to fuse traditional media, social media, and digital media to create authentic conversations that build trust, loyalty, and, yes, revenue. Carmine Gallo, author of the bestselling books The Apple Experience, The Presentation Secrets of Steve Jobs, and The Innovation Secrets of Steve Jobs Perfect for entrepreneurs looking to better understand the relationship between traditional media and marketing and social media. A very likeable book indeed! Dave Kerpen, New York Times bestselling author of Likeable Social Media and Likeable Business Lon shows us how to make traditional, digital, and social marketing work in concert. He gets us thinking about marketing in 3D. Erik Qualman, bestselling author of Socialnomics and Digital Leader Includes 21 videos accessible through QR codes

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