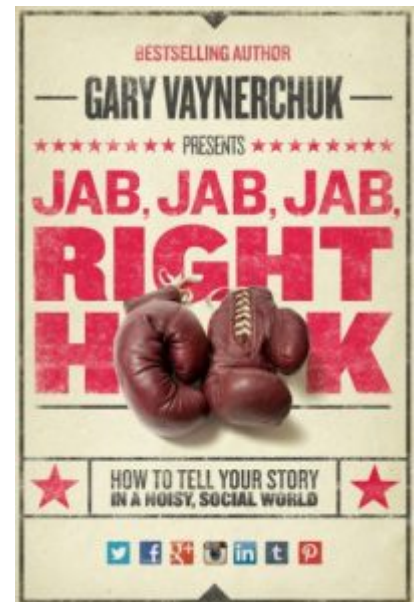


Jab, Jab, Jab, Right Hook Book Summary (PDF) by Gary Vaynerchuk

Ready to learn the most important takeaways from Jab, Jab, Jab, Right Hook in less than two minutes? Keep reading!



Why This Book Matters:

Best-selling author Gary Vaynerchuk shows you exactly how to harness the power of social media so you can stand out above the crowd and find and engage the customers you want.

Key Takeaways:

- 1. Social media is crucial to effectively market your product**
 1. Almost everyone in the country accesses social media platforms via a smartphone on a regular basis.
 2. *Example: On average, people spend 50% of their smartphone time on social media sites such as Facebook or Twitter.*
- 2. The success of your marketing relies on outstanding**

platform-appropriate content

1. Content should be enjoyable, informative, interactive, and matched to the right platform.
2. *Example: The Nike+ ad campaign involves an app that users interact with by logging their fitness activity data, thereby creating content and promoting Nike all at once.*

3. To get your message out to the biggest audience, your content must be outstanding

1. Facebook accounted for one-fifth of all webpage use in 2013, so you must craft excellent content on this particular platform if you want to get your message out.
2. *Example: Facebook developers have developed a way to cater news feeds to its users. To have your ads included in newsfeeds of prospective buyers, your content must be engaging and highly interesting, causing users to like, comment on, or share your page.*

4. Take advantage of the underutilized platform Twitter with trend jacking

1. You can stand out from the thousands of tweets per minute by latching onto trending topics.
2. *Example: In 2013 the extremely popular TV series 30 Rock aired its final episode after 7 years. The jean company nicknamed "Sevens" could have trend-jacked this topic to promote its product.*

5. Capitalize on Pinterest's promotion power, especially for the female demographic.

1. Pinterest is an excellent way to indirectly link to your brand through the power of pictures, but many businesses have neglected to take advantage of this opportunity.
2. *Example: Pinterest users, who are 5 to 1 female, are 79% more likely to buy a product found on Pinterest than Facebook.*

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