



Return On Influence: The Revolutionary Power of Klout, Social Scoring, and Influence Marketing

Mark Schaefer

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Return on Influence is the first book to explore how brands are identifying and leveraging the world's most powerful bloggers, tweeters, and YouTube celebrities to build product awareness, brand buzz, and new sales.

In this revolutionary book, renowned marketing consultant and college educator Mark W. Schaefer shows you how to use the latest breakthroughs in social networking and influence marketing to achieve your goals through:

In-depth explanations of the sources of online influence—and how they can work for or against you

Interviews with more than 50 experts, including tech blogger Robert Scoble, Influence author Robert

Cialdini, and industry thought leaders such as Mitch Joel, Jay Baer, and Christopher S. Penn

An insider's look at the controversial social scoring company Klout and its process for assigning influence numbers to everyone

Practical, actionable tips to increase your own personal power and online influence

More than a dozen original social influence marketing case studies

Even if you already use social media platforms such as Facebook, LinkedIn, YouTube, Twitter, or blogging to maintain an online presence, this eye-opening, action-ready guide shows you how to reach the “superconnectors” who ignite epidemics through word-of-mouth influence . . . and become one yourself.

This is the future of marketing at your fingertips: low-cost, high-speed, influence driven, and powerful.

Filled with fascinating case studies, interviews, and insider advice, this essential guide prepares you for the

next wave of social networking. This is how to win friends and influence people in the digital age—with a

Return on Influence.

Return On Influence: The Revolutionary Power of Klout, Social Scoring, and Influence Marketing Details

Date : Published February 15th 2012 by McGraw-Hill

ISBN : 9780071791

Author : Mark Schaefer

Format : Hardcover 224 pages

Genre : Social Science, Social Media, Business



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From Reader Review Return On Influence: The Revolutionary Power of Klout, Social Scoring, and Influence Marketing for online ebook

Brittany Podolak says

A more advanced read for those wanting to learn more about how to leverage social networks. This one gets into the science and art of measuring social influence. I now find myself checking my KLOUT score more often.

Cinthia Reyes says

It is quite repetitive. It focuses too much on convincing the reader that Klout score is important and too little on how to actually work on improving it.

Wendy Jones says

Having recently read Mark W. Schaefer's book The Tao of Twitter I was really keen to read this one. I will start by saying that this book did not let me down. It is a fascinating and highly readable insight into the world of social scoring and the effect this can have on an individual or business. Most people now are using Social Networking Sites as part of their everyday lives, but many will be surprised at how much influence their updates or tweets may have on the people who read them. This influence can extend much further than we can ever envision. Social Influence sites such as Klout provide a mechanism for measuring this influence, and the book outlines how this might happen. Schaefer uses Case Studies to good effect to demonstrate how this might happen. There are contributions from key influencers in Social Media talking about how this influence happened. Anyone who wants to generate influence in their chosen field and use it to good effect to drive marketing strategies should read this book. It is excellent, well written and will help you develop the ways in which you may influence those around you.

I was given a free copy of this book as a gift from the Author and was not expected to provide any review in return for this. The review is fair and objective and one which I felt I had to write given my enjoyment of the book.

Vivienne says

A fascinating and essential book for anyone involved or interested in the social media space and how social influencing, in particular Klout, can affect your business. The book is full of laugh out moments, incredible case studies from Global brands to sole entrepreneurs. Clever, insightful and bang on topical, a must for all involved in the marketing industry and beyond.

Paul Miller says

Love this book for being right on trend and some great case studies. Not sure I agree with the conclusions that Klout is any kind of answer or meaningful measure. There's a risk that there are a few people building their Klout scores and enjoying the Perks but having no real influence.

Mick Say says

A good read, and some interesting facts in this book - I was pleased to receive this book from PeerIndex as a Peerperk more detail here <http://www.onlinemarketingacademy.uk....>

Jumali Ariadinata says

Apakah hal yang membuat konten dibicarakan dan "menular"? Schaefer, dalam buku ini menjelaskan bahwa pada dasarnya, ada 6 formula yang membuat sebuah konten menghasilkan influence atau pengaruh. Formula tersebut ia kembangkan dari teori yang diciptakan oleh Dr. Robert Cialdini yaitu authority, likeability, reciprocity, consistency, consensus, dan scarcity. Namun, selain keenam prinsip tersebut, Schaefer menyebutkan bahwa senjata ketujuh untuk menghasilkan pengaruh adalah KONTEN. Dalam buku ini disebutkan bahwa content is the seventh weapon to influence. Dengan menciptakan konten dengan formula RITE (relevant, interesting, timely, dan entertaining), akan membantu sebuah produk, merek, atau seorang pemasar untuk menghasilkan perbincangan yang akhirnya akan berdampak beberapa hal, termasuk sales.

Nate Riggs says

Full disclosure -- Mark is a friend of mine in the conference speaking circles and I have a few pages in this book in terms of a paper on Klout scores. Still, I think Mark hit the head on the nail with Return on Influence. The entire idea of online influence and measuring influence in general is very much a cradle idea that needs YEARS of development. Mark was the first on the scene to put down his ideas -- real, research and founded ideas as opposed to simple marketing gobbledegook -- on paper. With that, there's a reason that ROI was a fast best seller.

In this book, Mark succeeds at establishing what I feel is a very strong baseline in terms of how online influence is developed, viewed by individuals and brands and rewarded on the social web. Mark also outlines the heightened controversy that currently surrounds the topic in general and offers explanations, case studies, interviews and a variety of other supporting materials that put a visible mark in the sand in terms of where we are as marketers and businesses as these new influencers continue to rise. He wisely chose to build off of Cialdini's original 6 principles of Influence, adding a 7th principal to the mix -- Online Content. That foresight alone is brilliant, and why this book is worth a read.

Michael says

In my continuing search for books to help me understand the power of social media in the real world, this contribution was better than I initially thought.

The beginning of the book read like just another propaganda piece for Klout, the company that seeks to reduce to a single number the amount of influence any Internet user has. But Schaefer eventually gets to asking the harder questions about the value of Klout's algorithmic approach. I will recommend the book, but suggest that you start with Chapters 7-9 in Part 2: "Klout and the Social Scoring Revolution." Then you can return to the general principles of determining influence, finishing with Schaefer's practical advice at the end of the book.

Sajan Gaba says

Simply Outdated.

Eddie Williams says

A worthy survey of the idea of Klout and the way marketing has changed over the last several years. Marketing is changing at an exponential rate with the advances in technology and social media. If you are still sending mailers and not harnessing the power of social media, you are waaaaay behind.

Klout is an interesting idea as well. People are now including their klout scores on their resumes. Interesting to see where it will all lead and if Klout will have staying power. Regardless, influence from social media is here to stay

Daniel Taylor says

Know you have a Klout score but unsure what it means?

Aimed at entrepreneurs and marketers, Schaefer's book teaches you basic principles of engaging people through social media and then shows some specific strategies to improve your Klout score. There's also a chapter on the history of Klout.

I started applying these strategies immediately and am happy that I'm adding useful and entertaining Tweets and Facebook updates, rather than joining the social media clutter.

If you want to use social media better, get this book.

David Rosen says

Answers All Your Questions on the New Science of Social Scoring

We're lucky to live in an age where squishy words like "influence" are acquiring mathematical meaning.

We're very lucky that someone recognized this development early and wrote a book about it. And we're very, very lucky that person is Mark Schaefer, a marketer who is as comfortable with business metrics as he is the human elements that make them move.

Schaefer's book, "Return on Influence" pierces the veil that shrouds social scoring tools like Klout, Kred and PeerIndex. He points out that for the first time ever, marketers -- whether from the business, government or NGO world -- can see the people who hold the most sway online about their brands. This evolutionary leap forward in our field is hard to understand without context, and that's where the author's research shines. From the 1840s to the 1960s, Schaefer looks at how influence has played a role in marketing goods and services. He fast forwards to today, serving up case studies of how scoring tools are being used to find brand advocates, boost impressions, improve consumer feedback, launch products, and (my favorite) advance thought leadership in the B2B world.

Schaefer explores the two opposing schools of thought on how these new metrics will impact society. The first foresees an Eden of influence where everyone gets treated as a celebrity in their niche topic. The second predicts a caste system where elite thought leaders keep everyone else down, especially the young who haven't built up their reputations yet. He takes an unflinching look at where scoring systems have work to do, such as accounting for people who enjoy larger amounts of influence offline than they do online.

When picking up the book, a question that's sure to be top-of-mind is, "will this teach me how to raise my Klout score?" The short answer is "yes." Based on his extensive research and unprecedented access to the people who create social score algorhythms, Schaefer provides an in-depth guide to growing your score.

But more valuable than putting points on the board is knowing how to actually become more influential. For that, Schaefer draws on principles developed by Dr. Robert Caldini, the author of "Influence: The Psychology of Persuasion." Caldini's six principles of what makes people influential -- consistency, social proof, authority, likability, scarcity and reciprocity -- are all explored through the social media and social scoring lenses.

Historical perspective, explanations of scoring methodologies and PhD-level psychological insights: Schaefer has stirred these ingredients into a potent potion. Bottoms up.

Scott Thompson says

I have been working in this field for many years, but I still learned a few new things from this book. This book could have been dry, but the author is interesting and wrote a highly readable book. His topics were well organized and his references were excellent.

Chris Jennings says

This was another required book for a social media course. Most of this book was focussed on Klout and other social influence scoring platforms, but you get more out of this if you look at the bigger picture. Klout isn't as influential as it was a few years ago as its recent acquisition could diminish it even further. But this concept is about way more than one company or algorithm. It just helps illustrate how influential almost anyone can become if they have an opinion and a soapbox to speak it from. Would love to see an updated

version of this book that addresses the demise of Klout and what impact the rise of the sharing economy may have on social influence. Would someone be more influential if they've received 5 star Airbnb reviews around the world, or less influential if they've pissed off Lyft & Uber drivers in several cities?
