A World Wide Rave! What the heck is that?

A World Wide Rave is when people around the world are talking about you, your company, and your products. Its when communities eagerly link to your stuff on the Web. Its when online buzz drives buyers to your virtual doorstep. Its when tons of fans visit your Web site and your blog because they genuinely want to be there.

Rules of the Rave:
Nobody cares about your products (except you). No coercion required. Lose control. Put down roots. Point the world to your (virtual) doorstep. You can trigger a World Wide Rave: Just create something valuable that people want to share and make it easy for them to do so.

What happens when people can't stop talking online about you, your company, and your products? A World Wide Rave is born that can propel a brand or company to seemingly instant fame and fortune. How do you create one? By learning the secret to getting links, YouTube, Facebook, and blog buzz to drive eager buyers to your virtual doorstep. For free.

In World Wide Rave, David Meerman Scott, author of the award-winning hit book The New Rules of Marketing and PR, reveals the most exciting and powerful ways to build a giant audience from scratch.

Personal Review: World Wide Rave: Creating Triggers that Get Millions of People to Spread Your Ideas and Share Your Stories by David Meerman Scott

This is the second of David Meerman Scott's books that I have read. The first was the New Rules of PR & Marketing, which I consider to be the Bible for Web 2.0 strategies. World Wide Rave is a quick read, partially because it is only 185 pages, but also because of David's writing style and the interesting content. World Wide Rave is full of real-world case studies of how companies are using social media to spread their ideas and influence potential buyers.

The book is appropriate for both newcomers to web 2.0 and for those with multiple years of experience. I am fairly experienced with social media, but I still gained significant insights from some of the best practices offered in World Wide Rave. For example, there are 18 different recommendations on how to create e-books (such as using landscape versus portrait orientation). And 10 different recommendations on how to produce viral YouTube videos (such as limiting the length to between 30 seconds and 2 minutes). There are also about 20 or so guiding principles for corporate marketing organizations to follow such as: 1) Nobody wants to hear about your products; 2) Think like a venture capitalist; 3) Create a Controversial Title for Content; 4) Make Content Free with No Strings Attached.

For More 5 Star Customer Reviews and Lowest Price:
World Wide Rave: Creating Triggers that Get Millions of People to Spread Your Ideas and Share Your Stories by David Meerman Scott 5 Star Customer Reviews and Lowest Price!