

No Bullshit Social Media: The All-Business, No-Hype Guide to Social Media Marketing

B.E. Stiehler

Department of Marketing Management
University of Johannesburg
bstiehler@uj.ac.za

BOOK REVIEW

Falls, J. & Deckers, E. 2011. *No bullshit social media: the all business, no hype guide to social media marketing*. United States of America: Pearson Education.

Finally! As the title suggests, a book on social media that cuts to the chase. Social media is here to stay and no matter the list of reasons why your company feels it should not engage in social media, sooner or later, you'll have to strut, because your competitors already have.

This book takes a hands-on approach to explain the value and power of social media, coupled with credible social media examples and case studies to illustrate the impact and results that social media can deliver for business.

The two authors, both marketers and social media specialists, continually stress the importance of approaching social media strategically. They strongly advise against, what they call "getting into the sandbox and playing around" or the "build it and they will come" approaches. The latter being an approach many companies often find themselves guilty of. This book shows how a business can not only proudly boast "we have a Facebook page", but say "we handle customer complaints, build relationships and generate sales leads from our Facebook page". The authors ultimately guide one to understand how social media mediums may be used strategically to achieve measurable objectives.

The issue of measuring return on investment (ROI) from social media efforts is also addressed. The authors manage to successfully explain exactly what can be measured from social media, by stating that social media requires a relationship first, sales later and

ultimately long term perspective. Customers who engage with a company on social media are often their most loyal customers and their brand evangelists.

The typically expected start-up costs for using social media (which are substantially lower than using traditional media) are discussed. The authors also recommend practical performance tools and software to measure and monitor your company's social media performance and even the performance of your competitors. How to integrate social media with traditional media is explained and how your company can build a social media community. Recommendations are also made with regard to who should be assigned with the responsibility of managing social media within your company (definitely not the student worker or intern).

"But what if people criticize my brand and complain online where the whole world can see it? We have no control over social media messages." Rest assured, this book also addresses this common fear by explaining how your company can successfully turn bad publicity or customer problems around to exceed customers' expectations, satisfy needs and even use customer feedback as a valuable form of information that can guide research and development efforts.

This book is a definite must read for all marketers, PR specialists, business owners or any person thinking of, or already involved in social media for business purposes.