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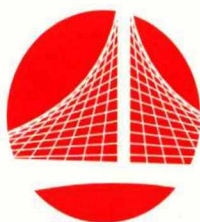
CONTENT

TO

ENGAGING CONSUMERS
ACROSS PAID,

COMMERCE

OWNED, AND
EARNED CHANNELS



AVI SAVAR

WILEY

Praise for *Content to Commerce*

"Social media has fundamentally changed the way we do business today. This book is a terrific blueprint for how brands can successfully drive social media marketing at scale."

—**Pete Cashmore**, CEO and founder, Mashable

"Avi Savar was a savant when it came to knowing that brands were becoming the new media long before most had any idea this was the case. Now with *Content to Commerce*, he illuminates the path from theory to operational practice—convincingly showing that, to indeed be the new media, brands have to act much like a traditional broadcasting network."

—**Marisa Thalberg**, VP, Corporate Global Digital Marketing,
The Estée Lauder Companies, Inc.

"In the quickly changing, enigmatic world of digital marketing, it is critical for us to learn how to navigate across paid, earned, and owned media channels. Avi Savar has helped many marketers evolve from staid models of talking at consumers to truly engaging them with their brands. Anyone who wants to advance their skills in the fascinating world of digital content and social media will benefit from this book."

—**Mindel Klein Lepore**, Marketing Director,
Integrated Marketing Communications,
Colgate-Palmolive Company

"Years of experience, trial, error, and insight condensed into a comprehensive road map to successful social media marketing."

—**Bill Davenport**, Executive Producer, Wieden+Kennedy

"Social media is constantly evolving, and brands need to keep up with the movement to engage with consumers the right way. This book will help you understand the importance of social media and how it has direct impact on your business beyond a like or a tweet."

—**Peter DeLuca**, SVP, Brand & Advertising, T-Mobile USA

"Today in the age of the people's network, social marketing has become critical. Avi Savar has been a leader in the social space but goes beyond ordinary thinking to practice at the intersection of content, commerce and network effects. How can you leverage paid, owned, and earned marketing in an age when transactions can be measured and content is increasingly key? *Content to Commerce* illuminates the way ahead!"

—**Rishad Tobaccowala**, Chief Strategy and
Innovation Officer, VivaKi

"As a digital marketer you begin to realize that conversations are going on with or without your brand's participation. Learn easy and effective ways to join the discussion, letting your voice be heard through Savar's easy-to-follow approach."

—**Leslie C. Reiser**, Director, Digital Marketing, IBM

"Avi Savar has been seeing around corners in media and marketing for as long as I've known him, only this time he is inviting readers along for the ride. Strap on!"

—**Richard Siklos**, Vice President, Time Warner, Inc.

"Social media has become today's word-of-mouth marketing, with a powerful twist. Great brands can engage customers and leverage technology beyond mere likes and chatter. Avi Savar has a unique perspective on creating content and incorporating the right tools that not only drive conversation but lead to meaningful business results."

—**Lee Nadler**, Marketing Communications Manager,
MINI USA

"Avi Savar offers crucial insight into social media to a wide and thoughtful readership. Part textbook, part operating system, thoroughly entertaining, it functions like a platform for practitioners in social media to build upon its wisdom and learnings for years to come."

—**Dean Baker**, Managing Director,
JWT Entertainment

"If you're interested in mastering the 'art of social,' this is the book for you. There are very few masters in this world, and it just so happens Avi is one of them, which makes all of us fortunate that he took the time to put his brain on paper. You know what they say about when fortune strikes . . ."

—**Dave Balter**, CEO, BzzAgent

"Read this book fast. *Content to Commerce: Engaging Consumers Across Paid, Owned, and Earned Channels* doesn't just illuminate where digital marketing has been and where it's going; it promises to help you get there before everyone else beats you to it."

—**Ross Martin**, Executive Vice President,
MTV Scratch

“Avi Savar is a world-class expert leading this exciting and ever-changing part of the communications landscape.”

—**Philip Thomas**, Chief Executive Officer,
Cannes Lions International
Festival of Creativity

“Building brands on social media is more important today than ever before. Avi breaks down the secret into an easy to follow guide for marketing success.”

—**Michael Scissons**, Founder and
CEO, Syncapse

“At a time when brands talk of being publishers, Content to Commerce shows you how to create the type of content that people really want and that will have other brands asking their agencies to ‘get me one of those.’

—**Nick Friese**, CEO, Digiday

“Avi’s ‘NEW model’ is quickly becoming THE model!”

—**Jon Bond**, former advertising wizard and founder,
Kirshenbaum Bond and Partners

“Our consumers are evolving; the paradigm has shifted from pure exposure to intrinsic engagement. New messaging strategies are needed to engage your advocates across multiple touch points. Avi Savar delivers the perfect book at the perfect time. Be inspired!”

—**Silvia Goh**, Chief Content Officer,
LiquidThread China,
Starcom MediaVest Group

“Avi Savar makes the clear case for why mastering content marketing isn’t a cool check-the-box tactic but a business imperative for brands (and brand executives) that hope to remain relevant in the social age.”

—**Scott Donaton**, CEO, Ensemble Branded
Entertainment; author of *Madison &
Vine: Why the Entertainment and
Advertising Industries Must
Converge to Survive*

“There used to be a wall, with content on one side and commerce on the other. But as Avi Savar so keenly explains, that wall is tumbling down. His experience bridges the worlds of content and brands—and in these valuable pages he shares what he has learned and where we’re going. If you’re a brand manager, content creator, or web curator, you’ll want to dig into these pages with gusto!”

—**Steve Rosenbaum**, CEO, Magnify.net, and
Entrepreneur at Large, NYCEDC

“Whether you are a social media newcomer, an established social expert, or the chief digital officer of a large brand advertiser or digital agency, Avi’s book has a plethora of tips, tactics, and stories on how to think about social media and establish new social media paradigms within your organization.”

—**Alan Osetek**, Global President, Resolution Media,
an Omnicom Media Group Company

“Ignore Avi Savar at your peril. Intensely creative, yet focused and practical, he creates a virtual how-to guide to a new way of marketing that he virtually invented. . . . and keeps reinventing.”

—**Bob Meyers**, President and COO, TRA, Inc.

“Until I read this book by Avi Savar, I thought I knew something about the role of content in social networks. I was blind and now I can see”

—**Rodrigo Figueroa Reyes**, Founder and CEO,
FiRe Advertainment

“If you want to understand how to incorporate content into your marketing messaging, this book is a must read. Avi is a rare blend—one part content producer, one part ad man. He gives you a blueprint for success!”

—**Jon Vlassopoulos**, CEO, Trailerpop

“In *Content to Commerce*, Avi Savar goes future to present.”

—**Marc Ros**, Founder and CEO, AFTERSHARE.TV

“Rename this book to *Taking It to the Bank* because that is what you will be doing, time and time again if you follow the advice in *Content to Commerce*!!”

—**Jeffrey Hayzlett**, best-selling author, global business celebrity,
and sometimes cowboy

CONTENT TO COMMERCE

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OWNED, AND
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AVI SAVAR

WILEY

Cover image: C. Wallace

Cover design: C. Wallace

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Published by John Wiley & Sons, Inc., Hoboken, New Jersey.

Published simultaneously in Canada.

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Library of Congress Cataloging-in-Publication Data:

Savar, Avi, 1973–

Content to commerce: engaging consumers across paid, owned and earned channels / Avi Savar.
pages cm

Includes bibliographical references and index.

ISBN 978-1-118-48018-2 (cloth); ISBN 978-1-118-66061-4 (ebk); ISBN 978-1-118-52646-0 (ebk); ISBN 978-1-118-52629-3 (ebk)

1. Social marketing. 2. Internet marketing. I. Title.

HF5414.S378 2013

658.8'72—dc23

2013001304

Printed in the United States of America

10 9 8 7 6 5 4 3 2 1

To my wife and daughter, who inspire me every day.

Without them, nothing is possible.

