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Digital experience is how we now create and manage relationships. Recommend This! is a breakthrough - not only offering a new method for measuring the value of relationship networks, but offering a practical guide to optimizing that value. --Michael Levinger, President and CEO, Digital Collaboration Solutions

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The difference between helping and selling is just two letters. But those two letters produce vastly better relationships. This book will show you how to build your business by being undeniably useful. Highly recommended. --Jay Baer, New York Times best-selling author of Youtility

Business success today means creating an audience online. It's that simple. Our customers have so many places they can get information from. Why should they pay attention to you at all. Take this book, get out your marker, and let the note-taking begin. This book will change the way you look at your marketing, and your business.--Joe Pulizzi, Founder, Content Marketing Institute, Author of Epic Content Marketing

Welcome to the 'Age of Influence,' where anyone can build an audience and effect change, advocate brands, build relationships and make a difference. Kirby and JT have written a practical guide to help us do just that. --Ted Rubin, Social Marketing Strategist, Keynote Speaker, Author of Return on Relationship

Time to wake up, people. Organizations that want to succeed in tomorrow's digital world have to be radical. And that's what Jason and Kirby do through Recommend This!--propose and support a radical idea that business is all about relationships and then they give you the Rosetta Stone to translate it to digital.--Mike Volpe, CMO, Hubspot

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A detailed look at relationships and how to harness their power for business growth

This book teaches marketers how to build successful relationships with early-stage buyers by creating trust and a sense of friendship. The first step is learning to understand buyer activity to gauge what they want—or might want—when they first visit an online site. Then marketers must use strategies to capture the buyer’s attention and build the relationship carefully, rather than aggressively trying to close a sale.

Authors Jason Thibeault and Kirby Wadsworth have proven themselves as innovative thought leaders, researchers, and trustworthy guides in improving revenue streams. Their book aims to show organizations the value of relationships in a digital age and a clear method for quantifying that value. It includes specific techniques, like storytelling and personalized content, which have been proven to improve conversions and engage customers.

The barriers to finding and engaging with consumers have been destroyed by the ease of clicking a mouse button or tapping on a screen. Today’s technology enables competitors to emerge seemingly overnight, and the wide range of choices consumers have today means that businesses can no longer compete solely on product. Recommend This! helps organizations take advantage of the one aspect of business that hasn’t changed—relationships. It teaches marketers the strategies they need to be successful in a digital world where forming, cultivating, and taking advantage of relationships can be difficult.

Recommend This! teaches organizations how to measure and manage relationships while offering specific strategies to create revolutionary change. It is a must read for anyone who needs to understand how digital relationships alter the way we do business.

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Most helpful customer reviews

4 of 4 people found the following review helpful.

Relationships matter - perhaps more today than ever.

By Diana Eastty

Recommend This! Is not just for marketers. It's for anyone who wants to understand how to connect with their target audience using today's tools of engagement. The authors do a great job of making the case for authenticity by using their own authentic voices and experiences. The book is jam-packed with examples that drive home the fact that building and maintaining relationships is a basic human need, and the key to long-term success for any business – big or small. I'll be recommending this book to family and friends.

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Geek reading a Marketing book. Who knew it was just what I needed

By Leslie A.

If you're interested in how the new social world for business really works and how to translate your social skills to a digital social world and engage relationships this book is for you. Great insight into how social media is a great medium but how you need to retool to have effective relationships. I'm a storyteller by nature and this book has some really great stuff on how to translate that into a digital medium.

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Recommend This delivers!

By Jon P

Recommend This opens with a demonstration of the enduring power of relationships. The authors tell a story about a local hardware store that uses empathy, curation, and community to create generations of loyal customers, willing pay a hefty premium for the experience of shopping there. It leads to an important question: How can we leverage the power of relationships, and scale it to market our enterprises in the current state of digital communications?

What follows is an entertaining and useful guide to employing storytelling, content and social media to create compelling customer experiences on a large scale. The book transitions adroitly from the theories of neuroscience, to practical steps, offering a wealth of knowledge to meet this challenge. For marketers hoping to attain the holy grail of customer loyalty and intimacy in an era of brand commoditization, this is an invaluable book.

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