



## The Messenger Is the Message: How to Mobilize Customers and Unleash the Power of Advocate Marketing (Hardback)

By Mark Organ, Deena Zeny

Lioncrest Publishing, 2017. Hardback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Consider your last big purchase: What influenced your decision? A paid advertisement? A polished press release? A celebrity Twitter endorsement? A marketing email? A product webpage? Probably not. More than likely, you listened to someone you know and trust. An authentic voice with relevant experience is the most convincing proponent when we re considering a new product or company. That is the power of an advocate. In an age of complete transparency, buyers are no longer swayed by traditional sales and marketing tactics. Instead, they want to be guided by the advice of trusted peers. Advocate Marketing powers the progress of some of today s most exciting and successful organizations. Based on their pioneering experience with companies ranging from small startups to global multinationals, Mark Organ and Deena Zeny s insights will show you how to discover, nurture and mobilize your most enthusiastic advocates to benefit your company and your career. The Messenger is The Message is your complete blueprint for building a powerful, always-on community of authentic advocates, the most effective system for efficient growth in today s social web era.



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