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Jab, Jab, Jab, Right Hook: Summary of the Key Ideas - Original Book by Gary Vaynerchuk: How to Tell Your Story in a Noisy Social World

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Similar to boxing, where it is necessary to use a few jabs before throwing out the final right hook, marketing also requires companies to engage with their customers first before confronting them directly with their products or services. In this book, the author talks about social media strategies, how they need to be adapted for each individual platform, and gives a number of examples.

Who should read this book:
• Marketers who want to expand their business to social media.
• Anyone interested in learning more about marketing on social media platforms.
• Entrepreneurs trying to find out how to sell their idea online and spread their brand's name further.

In this summary:
Chapter 1: Before reaching out to people, you need to engage with them
Chapter 2: Each platform is unique and requires a different marketing approach
Chapter 3: Marketing on social media needs to entertain
Chapter 4: To market successfully on Facebook, focus on the right target group
Chapter 5: Pay attention to trending topics on Twitter
Chapter 6: Images on Pinterest have to be visually appealing and of high quality
Chapter 7: Enable people to find you more easily by using hashtags
Chapter 8: Several platforms have not yet reached their full potential
Chapter 9: Putting in special effort can make you get ahead of the competition
Chapter 10: Final Summary
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