

INTRODUCTION

www.LonSafko.com/Fusion/00.mov

Welcome to the future! Just as *The Social Media Bible* showed you the profound impact social media is having on marketing today, so *The Fusion Marketing Bible* will show you how all online marketing tactics can be fused with all traditional marketing tactics to create a new set of powerful, low-cost opportunities to reach customers in ways you've never even dreamed of!

Every marketing professional who has read this book has had the same reaction: *"This is an incredible new way of thinking about how we market! I've got dozens of ideas already to gain a real competitive advantage. You won't know how to keep up unless you've read this book, too."*

Now is the time to start gaining a competitive advantage, boosting sales, increasing the strength of your customer relationships, and making your marketing dollars stretch further than you thought possible. You will be amazed at how many opportunities to increase your ROI (Return on Investment) you have been overlooking.

Still need to know more? Then take out your smartphone and snap this QR code. (You'll need to install a QR code reader app on your phone if you don't already have one.) I'll personally tell you why this book will improve your marketing and your bottom line.



At the start of every chapter, a web address link (URL) and a QR barcode will link you to a video in which I describe what you are about to read, the purpose, new information, and insights. There are three ways to access these videos:

- (1) Type the URL into your browser.
- (2) Visit www.FusionMediaMarketing.com and click on the chapter link.
- (3) Scan the QR barcode with a smartphone.

In this book, I'll explain how to develop a successful, integrated, and fully interconnected marketing strategy using tried and true traditional media marketing,

social media marketing, and the latest in digital media marketing. This is what I refer to as “TraDigital” or “Fusion Marketing.”

Nearly every book on marketing and social media is about the tools. This book is not only about the tools. That’s why it isn’t called *Facebook for Morons* or *Tweet Your Way to Riches*.

Fusion Marketing utilizes all of the tactics and tools I laid out in *The Social Media Bible*, but the focus of *The Fusion Marketing Bible* is strategy. This book combines all of what we have learned about the three individual forms of marketing into one comprehensive successful strategy, Fusion Marketing.

Too often when I’ve consulted with companies—from entrepreneurial one-person teams all the way up to Fortune 500s—I hear the same two comments: “Here’s my V.P. of social media,” and “I created a Facebook page and I’ve sent out some tweets. Now what?”

First off, if the person handling your social media is separate from the person doing your traditional media, you’re in for trouble. Social media isn’t some stand-alone set of silver bullets given to us by aliens; it’s just a new set of tools that allows us to do what we marketing people have always done: market. Don’t treat social media tools as stand-alones.

Several years from now, there will be no distinction between traditional and social media marketing, just as today you wouldn’t have separate V.P.s of radio and print. You can wait until your industry realizes this and move with the herd, or you can recognize the coming shift now and jump years ahead of your competition. The choice is yours; the plan is here.

The second indicator that a company is on the wrong track is when they tell me, “I’ve created a blog, but no one is coming.” Or “I’ve sent out some tweets, but no one is following.” That’s because they are doing it backwards. They don’t have a sound, integrated strategy. They are starting with the tools and trying to build a strategy around each of them. Successful marketing is designed into the strategy, and the tools are only a means to that end.

Leaping into an integrated media plan without a blueprint is like trying to build a house without plans. Imagine if you went to a home supply warehouse, bought a bunch of tools and wood, picked up a hammer, and just started hammering things! When it comes to social media, that’s essentially what business people big and

small are doing today. They set up a Twitter account and just start hitting people with mindless unconnected tweets. They try to engage their customers and prospects on Facebook with the equivalent of a hammer. You need a strategy.

In Part 1 of this book, I will discuss the evolution of marketing media: where we started and how we got where we are today. You will see that every time we've created a new technology that allows us to better communicate with our customers and prospects, from the printing press to the Internet, we marketers have figured out how to use the new technology to sell our wares. We as humans have been marketing for more than 6,000 years. Ever since we stood on a rock in the desert and shouted out reasons why people should buy our goats and not someone else's, we've been marketing.

Traditionally, we would yell our message and wait to see what happened. If no one stepped forward to buy a goat, we went back to the "marketing" tent, changed the message, and repeated the process until our goats started selling again. We have used every new technology to push messages to our prospective buyers this way for six millennia. Originally, technology was cupping our hands around our mouths to make our messages carry farther. Today, it's the Internet.

Only a few years ago, that six-thousand-year-old "push" marketing tradition was broken by social (digital) media. For the first time in our human history, marketing changed from a one-way, "push" monologue to a two-way, conversational dialogue. No wonder marketing people across the globe are having difficulty grasping and adapting to this monumental change.

I will also discuss in Part 1 how to look at your traditional media, social media, and digital media in a completely different, more efficient, and effective way. As Wayne Dwyer once said, "When you change the way you look at things, the things you look at change." This book will definitely change for the better the way you look at your marketing.

I'll show you how to combine or "fuse" these three forms of marketing media using graphical, interactive tools that facilitate creative insights. By taking this different approach to looking at your media, the media you look at will change, becoming more connected, more deliberate, and, ultimately, converting better. You will see connections you never saw before, strategies for simultaneously increasing ROI and decreasing costs.

I will even give you, the owner of this book, a free Safko Wheel marketing toolkit that will help you discover these new relationships and opportunities.

Since the spontaneous combustion of social media in recent years, marketers, P.R. people, customer service reps, and sales folk have been trying to figure out how to handle social media tools, almost always keeping them separate from their traditional marketing tools. It's almost like saying, "Don't let my peas touch my carrots!"

There are only three basic differences between social media and traditional media. Social media is (1) nearly free to implement, (2) incredibly effective, and (3) provides a direct two-way conversation with our customers and prospects, which builds trust. Trust leads to revenue.

When you completely understand this, your traditional and social media marketing (Fusion Marketing) will explode. The true integration of these two media will provide the next model for generating revenue. Fusion Marketing is where you completely integrate your traditional, social, and digital marketing into one cohesive, effective marketing strategy. Part 1 of this book will teach you how.

In Part 2 of this book, I will present chapters on what I call "critical concepts," ideas that may seem peripheral but are actually critical to the implementation of a successful Fusion Marketing plan. I'll also address a few of these critical concepts in Part 1.

The first critical concept I discuss in Part 1 is "The Five Steps to Fusion Marketing Success," which I also covered in great detail in Part 2 of *The Social Media Bible*. I didn't want to assume that you have already read *The Social Media Bible*, but you should.

www.TheSocialMediaBible.com



Step 1: I will show you how to analyze your traditional marketing to determine what's working and what's not. Calculating the "cost of customer acquisition" is a very important step in any marketing strategy and one that nearly every company, both big and small, deliberately avoids. Cutting this cost directly affects to your bottom line.

Step 2: We will look at the “trinity of social media”: blogging, micoblogging, and social networks, which will account for 90 percent of your social media participation.

Step 3: You will learn to integrate or “fuse” social media and traditional media into a wide variety of specialized, cost-effective marketing outreach tactics to fit each of your target market segments. In marketing, one size does not fit all. This book will show you how to tailor your fused tactics to each customer segment, making them more effective than your present tactics. For example, I’ll explain how you can fuse coupons, social media, and business cards to increase the impact of all three.

Step 4: You will learn to analyze the true cost of each tactic in your marketing campaign—the cost of customer acquisition, mentioned in Step 1—so that you can pare down or eliminate marketing campaigns with low ROI. This will allow you to identify both human and financial resources that can be reappropriated to new, more efficient TraDigital marketing strategies.

Step 5: I will show you how to implement and measure your Fusion Marketing success plan. You will see that only through measuring, analyzing, adjusting, and implementing again can you perfect your strategy. Lather, rinse, and repeat!

Also in Part 2 of this book, I will show you how to graphically represent your most effective marketing mix, completely interconnecting all of your marketing campaigns in such a way that, almost like magic, patterns will appear, and successful strategies will emerge.

We will then look closer into each of your integrated plans for even more success patterns, which will help you to develop additional successful micro-strategies. I call it the “fractal view”: every time you look more closely at the image, a smaller, successful micro-strategy will identify itself.

By developing your micro-strategies, you can then choose the right micro-tools to get the job done. By looking at your marketing from a fractal view, you can drill down deeper and deeper, step-by-step, into Fusion Marketing that will define your strategy and campaign for you.

In addition, Part 2 will show you the secret behind the term “viral.” Whether it’s viral videos, viral e-mails, or viral blogs, they all have one thing in common: drugs, or brain chemicals. I will explain why endorphins, dopamine, and serotonin

drove more than 900 million members to Facebook and keep them interacting everyday.

Also, because of its importance in developing any successful marketing strategy, I discuss the “sales funnel.” This is a traditional sales and marketing concept, but it applies to social media, digital, and Fusion Marketing more than ever.

Lastly, I will explain how to create all the different content you need to feed the hungry multi-media demand. Are you voracious for video, but not fascinated by photos? Bonkers for blogs, but not titillated by tweets? Fanatical about Facebook, but not emotional about e-mail? You’re not alone; we all have our preferences for how we communicate with family, friends, colleagues, and companies, and how we consume information. Not everyone is into everything. I will show you how to solve your perplexing content dilemma.

I will provide you with some amazing tricks and insights into how you can make your Fusion Marketing strategy even more effective. I will show you how to start with one presentation and fill your Facebook timeline with postings, fill your Twitter stream with great tweets, and create audio podcasts and dynamic blog content all in a few steps.



www.TheFusionMarketingBible.com

As I mentioned before, owners of this book will have access to additional content at the Fusion Marketing website, including videos, graphs, photos, templates, spreadsheets, and more. On the website, you’ll find a link for each chapter. To access the content, visit www.FusionMarketingBible.com, or use your smartphone to scan the QR barcode (like the one to the right).

In addition, I have provided dozens of “From the Author” videos explaining the key takeaways from each chapter, my personal insights, and even a downloadable Safko Wheel toolkit to create your very own Fusion Marketing strategies in 3D!

This website will be an ever-changing, ever-evolving source for you to access the very latest news, products, services, and resources for the world of Fusion Marketing.

The entire content of this book is focused on using all of these amazing tools we have available to market yourself, your company, your products, and your services by identifying the most effective marketing opportunities and integrating them into one successful marketing strategy.

www.TheFusionMarketingBible.com



www.TheSocialMediaBible.com



www.ExtremeDigitalMarketing.com



www.LonSafko.com

