



Stand Out Social Marketing: How to Rise Above the Noise, Differentiate Your Brand, and Build an Outstanding Online Presence

Mike Lewis

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Competing on the social web isn't enough. You have to STAND OUT!

Stand Out Social Marketing explains how today's best-known brands draw attention that pays in the crowded space of social media--and how you can do the same for your brand!

"Stand Out Social Marketing outlines the tools and tactics to develop more meaningful and effective social media strategies." -- Brian Solis, bestselling author of **The End of Business as Usual** and **Engage!**

"A stand-out must-read." -- Dave Kerpen, CEO, Likeable Media, and author of the New York Times bestselling **Likeable Social Media** and **Likeable Business**

"Take these tips, work to implement these ideas, and look around to learn from who's tried what." -- Erik Qualman, bestselling author of **Socialnomics** and **Digital Leader**

"Mike gives you the tools you need to rise above the noise and develop a stand-out social marketing strategy." -- Larry Weber, Chairman, W2Group, and bestselling author of **Marketing to the Social Web**

"Lewis's unique ability is in presenting complex topics within an easily digestible framework, enabling marketers to implement these strategies in their company." -- Jeremiah Owyang, Partner, Altimeter Group

*"You can launch a social marketing strategy, but unfortunately it doesn't come with a handbook--until now. **Stand Out Social Marketing** is an important read if you're serious about social marketing!"* -- Taulbee Jackson, CEO, Raidious

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