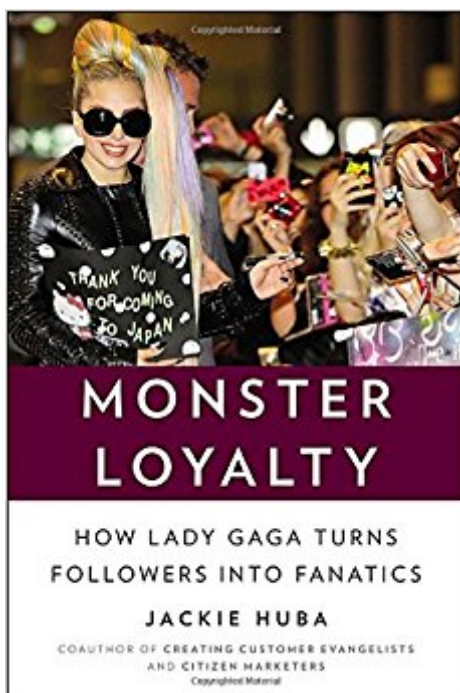


The book was found

Monster Loyalty: How Lady Gaga Turns Followers Into Fanatics



Synopsis

Famous for her avant-garde outfits, over-the-top performances, and addictive dance beats, Lady Gaga is one of the most successful pop musicians of all time. But behind her showmanship lies another achievement: her wildly successful strategy for attracting and keeping insanely loyal fans. She's one of the most popular social media voices in the world with more than 33 million Twitter followers and 55 million Facebook fans. And she got there by methodically building a grassroots base of what she calls her "Little Monsters" - passionate fans who look to her not just for music but also for joy, inspiration, and a sense of community.

Book Information

Hardcover: 224 pages

Publisher: Portfolio (May 2, 2013)

Language: English

ISBN-10: 1591846501

ISBN-13: 978-1591846505

Product Dimensions: 5.8 x 1 x 8.6 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 28 customer reviews

Best Sellers Rank: #506,457 in Books (See Top 100 in Books) #126 in Books > Biographies & Memoirs > Professionals & Academics > Computers & Technology #228 in Books > Computers & Technology > Business Technology > Social Media for Business #265 in Books > Arts & Photography > Music > Biographies > Pop

Customer Reviews

"A thought-provoking, well-executed look at one of the biggest music sensations of this generation." — Publishers Weekly — "The juxtaposition of Lady Gaga's outrageous antics with Jackie's useful, detailed, and actionable insights make for a breakthrough. This is a business book for fans and nonfans alike — for anyone who wants to build something and make a difference." — SETH GODIN, author of *The Icarus Deception* — "Outstanding! Jackie Huba incisively outlines how Lady Gaga cares for and nurtures the 'monsters,' her most ardent and loyal fans, and shows how any brand can use her principles as a guide to developing their own long-term advocates." — DAVID WITT, director, global digital marketing and brand PR, The Hershey Company — "Chances are you won't put on a meat dress after reading this but you will be inspired to create your own loyal following of little monsters. Lady Gaga's marketing

genius has always inspired me, but thanks to Jackie Huba, I now understand how to apply her lessons to my brand.âERIC RYAN, cofounder of Method and coauthor of The Method Method

âMarketers may wonder what their soap, car, or computer has to do with a celebrated pop star. The answer is everything. Jackie Huba spells out the lessons from Lady Gaga we ought to be applying today in order to build advocacy for our own brands.âJOHN BELL, global managing director, Social@Ogilvy

âHuba artfully mixes some of the biggest trends in marketing with the lessons that Lady Gaga has embodied throughout her meteoric rise. The result is a monster of a book that will teach marketers in every field how to build legions of devoted followers.âSTEVE RUBEL, EVP/global insights and strategy, Edelman

âJackie Huba has played a monster role in orienting so many of us to the critical concepts of evangelism and fan passion. This book brings it all to the surface withâdare I sayâGaga impact and intensity.âPETE BLACKSHAW, global head of digital and social media, Nestle, and author of Satisfied Customers Tell Three Friends, Angry Customers Tell 3000

Jackie Huba is the author of the book, *Monster Loyalty: How Lady Gaga Turns Followers into Fanatics*. She is also the coauthor of two previous books on customer loyalty: *Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force* and *Citizen Marketers: When People are the Message*. Jackie is also a *Forbes.com* contributor, writing about customer loyalty and word of mouth marketing. A sought-after keynote speaker, her work has frequently been featured in the media, such as the *Wall Street Journal*, the *New York Times*, *BusinessWeek*, and *Advertising Age*. She is an 11-year veteran of IBM and resides in Austin, Texas.

Thought this was a very good analysis of how Lady Gaga has become such a huge success. Love her or hate her (and, as one who's far outside her age demographic, I don't have much of an opinion of her as a performer) she is one helluva marketer and promoter. It amazes me how she has time to do everything she does, between tweeting her own tweets and reaching out to fans. She certainly has incredible loyalty among the LGBTQ community, among others. While we can't all be Lady Gaga, and in fact most of us are *not* aspiring pop stars, this book still has a lot of useful wisdom on how to market yourself and your brand and in particular how to make your customers feel special. If Lady Gaga can manage to make her several million rabid fans feel special, very few others can argue they don't have the time for it. In particular, her focus on the "1%ers," or "little monsters" is where she finds her success. So there's your answer...you need to focus most of your efforts on your most rabid fans, and the rest of them will follow.

I was initially disappointed when reading the first chapter. It felt like basic marketing principles were applied to the brand of a pop culture icon. It quickly got good though - really good! Primarily, the book covers the basics of word of mouth. The concepts are simple and easily applicable. It was so useful to help start a brainstorming session on word of mouth. I read a lot of marketing books, especially around word of mouth. Many are targeted at strategists and those at the top of their marketing career. This book is relevant for most people and brands. You will have to do work to figure out how to apply the principles to your business. You don't get a framework as such, just the foundations for you to build your strategy upon. Relating these marketing ideas to Lady Gaga was an awesome move. Everyone can relate to how Gaga engages her little monsters. It's a lot easier to visualize than bland business case studies. I think a lot of business students and solo business owners would get a lot out of *Monster Loyalty*.

Awesome. Our marketing bible at ISR Entertainment Network. Go see Ms. Jackie Huba in person if you get an opportunity. She is so charismatic and concise as a public speaker. It is a pleasure to hear her speak. She is a fountain of information for all marketers, especially in our fast changing digital landscape. This tome is a foundational reference guide and a must have book for all serious digital entrepreneurs. I give it 5 stars. Can't praise her work in this book enough. "*Monster Loyalty*." Well Ms. Huba, you certainly have mine. Very well done. Oh, and not just for you Lady Gaga fans. This book is actually more about successful marketing strategy using Gaga as merely a perfect example. Gaga's management team's techniques for building a rabid fan base and millions of online social media followers, are reviewed and analyzed by an experienced marketing professional; Jackie Huba. My highest recommendation.

A few weeks ago I would have told you that there was no way I'd ever be a Gaga fan. But I've been following Jackie Huba's work and knew that she writes well, knows her subjects and was likely to teach me something new. So glad I gave "*Monster Loyalty: How Lady Gaga Turns Followers Into Fans*" a chance. Not only did I learn the magic of what Gaga does, I filled a notepad with ideas to improve how I serve my own network. Technically, the book was put together just right. Just when I found myself wondering if this was too much pop culture, Huba switched to a practical application of the concepts and cases outside of music I'd recommend anything from Jackie Huba.

I bought this for my wife because she is a Lady Gaga fan and a small business owner. She really

took a lot from the book. I myself am a business owner as well, so I decided to give it a read. Really a tremendous take on marketing. Not at all as lame as I thought it was going to be.

Unless you've been living under a rock for the past five years you've heard of Lady Gaga. Before reading this book I thought she simply got lucky. Jackie Huba walks through seven easy to understand steps Lady Gaga used to achieve her fame, and how you can follow them too. Jackie also relates these steps to more traditional businesses, showing you how they work in any environment. If you want raving fans for your business then read this book.

Excellent book for marketing and branding.

ordered for a work book club

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