

The background of the top half of the cover is a bokeh effect with soft, out-of-focus light spots in shades of light blue and white, creating a shimmering, ethereal atmosphere.

# the new relationship marketing



How to Build a  
Large, Loyal, Profitable Network  
Using the Social Web

mari smith

Foreword by **GUY KAWASAKI**, author of *Enchantment*



## **Praise for *The New Relationship Marketing***

“There’s no one I’ve known who’s mastered the fine art of relationship marketing like Mari Smith. In this book she reveals her successful techniques for building profitable and lasting relationships. Apply her techniques and watch your business grow.”

—**Michael A. Stelzner**, author of *Launch* and founder of [SocialMediaExaminer.com](http://SocialMediaExaminer.com)

“Mari Smith is a tireless champion for building relationships between businesses and their customers. It comes down to people and value. Mari will show you how to get customers to not just ‘like’ you, but ‘love’ you!”

—**Brian Solis**, author of best-selling books *Engage!* and *The End of Business as Usual*

“Whenever I have a social media question, Mari Smith is my go-to gal. She has her finger on the pulse and truly practices what she preaches. If you don’t have her personal cell number, then this book is the next best resource to jump-start your social media stardom.”

—**Jim Bunch**, founder of The Ultimate Game of Life, [JimBunch.com](http://JimBunch.com)

“This book is the relationship marketing 2.0 bible! Mari Smith takes you by the hand and skillfully walks you through how to significantly increase your business using her proven methods for connecting with all the right people, both online and offline. As the CEO of SANG, the world’s premier organization for thought leaders and entrepreneurs, I know how vital it is to your success to build relationships with key influencers—and Mari is truly a master at this. Read Mari’s book and find out how you too can become a masterful relationship marketer.”

—**Larry Benet**, cofounder of Speakers and Authors Networking Group, [LarryBenet.com](http://LarryBenet.com)

“Mari Smith has a magnificent heart and a beautiful Soul. She also has an amazing social media mind. If you’re looking for a powerful and practical guide for blending these qualities into your business, then you’ve picked the perfect book! Mari is your skillful guide as she gives a step-by-step road map for navigating the ‘social media maze,’ while weaving the heart and soul of relationships throughout her book. We know that heart, soul, and relationships are what transforms, and also what people want. This is definitely the book you and your business have been waiting for!

—**Esperanza Universal**, co-creator  
and CEO of S.O.U.L. Institute, Inc., [SoulInstitute.com](http://SoulInstitute.com)

“*The New Relationship Marketing* offers you something unique; an invaluable social media guidebook that recognizes that you too, like your customers, are human. Mari Smith enables you to balance life and social media, to build a community and your business, to be authentic and a compelling brand. Buy it today.”

—**Simon Mainwaring**, author of the *New York Times*  
best seller, *We First*, [SimonMainwaring.com](http://SimonMainwaring.com)

“When it comes to leveraging social media, the right knowledge is not only power, it’s profit. Mari is one of the rare experts who truly understands the nuances of blending today’s high-tech online marketing with high-touch relationship building. This book is a must-read for business and brand owners ready to lead with greater impact and influence online. If relationships are the new currency, then this guide is worth its weight in gold.”

—**Jim Kwik**, president of Warmth Media, [JimKwik.com](http://JimKwik.com)

“You can become the go-to person among your friends, peers, and customers. Mari Smith has done it, and is a world-famous speaker and author as a result. In *The New Relationship Marketing* she spills her secrets, giving you the step-by-step playbook for building genuine online influence the right way. This book is an absolute must-read for anyone who’s ever thought about using social media for business.”

—**Jay Baer**, coauthor of *The NOW Revolution:  
7 Shifts to Make Your Business Faster, Smarter,  
and More Social*, [www.convinceandconvert.com](http://www.convinceandconvert.com),  
[@jaybaer](https://www.facebook.com/nowrevolution), [facebook.com/nowrevolution](https://www.facebook.com/nowrevolution)

“There aren’t many people I would trust to write a book like this and even fewer books that I would actually read. Well, I can assure you, this book is the proverbial needle in the haystack. Not only is Mari Smith one of the top experts in the world when it comes to both online and offline relationships, she also has an uncanny ability to make the process of forming relationships in the online social world feel as natural as the relationships we’ve built in the physical world we grew up in. And that is no easy task, as you no doubt understand, if you’ve ‘poked’ the wrong person or forgotten to thank someone for the ‘RT.’ If you’re looking for the silver bullet, the secret sauce, and the magic pill—just open this book and start reading. I think you’ll find . . . you’ve found it.”

—**Nick Nanton**, CEO, The Dicks + Nanton Agency,  
Emmy award-winning director and producer, and  
coauthor of 10 Best-Selling Books, [NickNanton.com](http://NickNanton.com)

“In the world there are influencers, and then there exist people like Mari who are ‘Authentic Influencers.’ That is why Mari is sought after by large corporations to help them grow. Now you can become an Authentic Influencer yourself and gain a loyal social media following to enhance your business today. I recommend you buy this book because your business will profit from it and you will also grow as a person.”

—**Steven Seppinni**, CEO, [Zoozili.com](http://Zoozili.com)

“Relationship marketing transcends the medium. It’s not about how savvy you are with the latest social-networking technologies. It’s about people connecting with people, doing business together for good, and that prevails whether on the Internet or in person. Mari understands this at the fundamental level; in *The New Relationship Marketing* she teaches you her simple nine-step system for monetizing your network in the most heartfelt way.”

—**Keith Ferrazzi**, best-selling author of *Who’s Got Your Back*  
and *Never Eat Alone*, [MyGreenLight.com](http://MyGreenLight.com)

“This book is your golden ticket to not only understanding but also effectively capitalizing on the world of social media in terms of relationship marketing and business growth. In this digital age, social media is quickly becoming crucially important across the globe, to

businesses small and large. Attempting to ignore it is not an option; *The New Relationship Marketing* is an absolute must-read for anyone and everyone in business today!”

—**Ivan Misner**, *New York Times* best-selling author and founder of BNI, [BNI.com](http://BNI.com)

“Mari Smith is in fact the ‘Pied Piper of the Internet World’ and I’d personally follow her anywhere. She understands better than anyone the speed with which the world is evolving and the changes being made in the way we live and do business. This book is packed with information and insights we can all use to have greater success with whatever we do. I especially like the final chapter “How to Adapt as Technology Changes: The Future of Relationship Marketing.” That’s the lesson we all need to learn well if we are to continue to grow and prosper. Magnifique, Mari.”

—**Ken Kragen**, author of *Life Is a Contact Sport*; organizer of “We Are the World,” “Hands Across America,” and “NetAid”; consultant, speaker, and recipient of the United Nation’s Peace Medal; [KenKragen.com](http://KenKragen.com)

“Advice on improving your online persona while attracting followers must come from someone that has done it; Mari Smith is that someone.”

—**Erik Qualman**, author of *Socialnomics*, [Socialnomics.net](http://Socialnomics.net)

“Want to master the fine art of relationship building, both online and in person? Mari’s excellent book shows how to turn strangers into friends and clients. Best yet, her recommendations for developing win-win networks are specific, strategic, and ethical. They will increase your bottom line and add value for everyone involved. Read ’em and reap.”

—**Sam Horn**, intrigue expert and author of *POP!*, [SamHorn.com](http://SamHorn.com)

“It’s an honor to know Mari Smith—she’s as vibrant and smart in person as she is in her new book! In fact, *The New Relationship Marketing* is a breath of fresh air—it’s a gentle guide that walks you through the complex maze of rapidly changing social technologies,

while keeping in mind that the heart of good business is good people and the solid relationships we build with one another. Every action you take online and offline can impact whether people choose to do business with you or not, and Mari is here to show you how to stand way out and create extreme success using the social web. Be sure to read this excellent book!”

—**Gary Ryan Blair**, number one best-selling author of *Everything Counts!* and creator of [100DayChallenge.com](http://100DayChallenge.com)

“Everyone thinks they know how to communicate offline, but most fail miserably when trying to communicate or influence others online because they lack a plan to get it done right. Mari Smith not only provides you a plan but also the tools, insights, and strategies you can immediately implement to build stronger relationships online as well as offline. Her advice is perfect for the CEO/Entrepreneur all the way down to everyone on the front line of your business.”

—**Chris Knight**, CEO, [EzineArticles.com](http://EzineArticles.com)

“This is a must-read for nonprofits that depend on building strong relationships with stakeholders who can help them make the world a better place.”

—**Beth Kanter**, coauthor of *The Networked Nonprofit*, [BethKanter.org](http://BethKanter.org)

“The trick to successful digital marketing is understanding that social media, e-mail, and the Internet are not about technology, but communications. These are today’s media of choice for consumers. We’ve always lived in a relationship economy. With this book, Mari Smith gives us that oft-needed reminder that our focus needs to shift from social media, the Internet, and technology to where it ought to be—on people.”

—**Jason Falls**, coauthor of *No Bullshit Social Media: The All-Business, No-Hype Guide to Social Media Marketing* and CEO of Social Media Explorer, [SocialMediaExplorer.com](http://SocialMediaExplorer.com)

“Mari Smith is the real deal. From the minute I met her over the phone during Harvey Mackay’s book tour to seeing her live at a conference, she wants to help others build strong relationships. She’s a bright star.”

—**Cathy Paper**, founder of [RockPaperStar](#), business manager for Harvey Mackay, *New York Times* number one best-selling author of *Swim with the Sharks*; **Joe Sweeney**, investment banker, and *New York Times* best seller; and **Steven Schussler**, founder of Rainforest Cafe and best-selling author, [RockPaperStar.com](#)

“When the magical Mari posted one of my presentation messages that ‘L-I-S-T-E-N also contains S-I-L-E-N-T’ within minutes, a massive global tribe had taken in and passionately responded—THAT’S MUSIC applied to Life and *The New Relationship Marketing* working divine communication. Through her new book, let Mari help you too create such vibrant responses for your business!”

—**Freddie Ravel**, founder of TUNEUP to success music applied to life, [FreddieRavel.com](#)

“The first time I met Mari Smith, she had talked herself hoarse from answering hundreds of questions from an elite group of marketers. As soon as she regained her voice, I booked a personal consultation with her in which she made specific suggestions to enhance my online presence. Fortunately, I was smart enough to do exactly what she said, and the results were mind-bogglingly powerful. I learned so much from Mari that I booked her to share her social media expertise at an exclusive conference for radio broadcasters from around the world. I continue to follow the advice she dispenses on her blog, in her books, and when we happen to bump into each other in airports.

You’ll love this book. The only thing that’s missing is Mari’s unique ‘Scandifornian’ accent. For that, you’ll need to go hear her speak in person . . . or perhaps hang out at airports. Either way, it’ll be worth it.”

—**Dan O’Day**, radio advertising guru,  
[DanODay.com](#)

“Mari Smith walks her talk: Marketing with heart, soul, and integrity will always win regardless of the platform du jour. In her new book, she shows us that even though social technologies change at a rapid rate, people are fundamentally the same: We all want to know that we matter, that we make a difference. Businesses that are thriving today do so with the right mix of high-touch and high-tech—that’s the new relationship marketing, and Mari leads the way.”

—**Cynthia Kersey**, author of *Unstoppable* and *Unstoppable Women*, Chief Humanitarian Officer of the Unstoppable Foundation, [Unstoppable.net](http://Unstoppable.net)

“Mari Smith is a social media leader par excellence. She is a phenomenal speaker who always delivers the highest of quality information. Her enthusiastic style is compelling for all audiences. I highly recommend Mari as a social media and relationship marketing expert. Be sure to get all her books, and let Mari enlighten you.”

—**Greg Writer**, CEO, Club TUKI, [ClubTuki.com](http://ClubTuki.com)

“Having known Mari Smith for over 10 years I can vouch for the triple-A quality of her work, content, and information. Not only does Mari maintain high integrity at all times, but she regularly overdelivers. Her latest book, *The New Relationship Marketing*, is a classic example of Mari’s tendency to over deliver. I rely on Mari for the inside scoop on social media and I invite you to get involved with her blog, speaking engagements, books, and training sessions. I know you will rave about her too.”

—**Laura Rubinstein**, president of Social Buzz Club, [SocialBuzzClub.com](http://SocialBuzzClub.com)

“With so much noise and competition online—your RELATIONSHIPS are what matter most. And Mari’s book will give you the blueprint on how to build rock-solid relationships!”

—**Ryan Lee**, author, entrepreneur, and coach, [RyanLee.com](http://RyanLee.com)

“*The New Relationship Marketing* is the way to authentically grow your network and, as a result, increase your profits. Mari Smith has the keys to the abundance of what relationship marketing means and, more important, how to do it right now!”

—**Jill Lublin**, international speaker and best-selling author of three books including *Get Noticed*, *Get Referrals*, [JillLublin.com](http://JillLublin.com)

“Relationship marketing is one of the most vital aspects of being successful in any walk in life. Building relationships both personal and professional doesn’t just happen; it takes energy and focus. Mari Smith shows you how do build critical relationships and how they give meaning to your work and life.”

—**Joe Sweeney**, businessman and entrepreneur, author of *New York Times* best-seller, *Networking Is a Contact Sport*, [ContactSport.com](http://ContactSport.com)

the new  
**relationship**  
marketing



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How to Build a  
**Large, Loyal, Profitable Network**  
Using the **Social Web**

mari smith



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To my dad, Andrew.  
Thank you for always encouraging  
me to reach for the stars.



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## Foreword

**T**he businesses that are getting ahead are the ones that connect with their customers and make the world a better place. Companies like Virgin America, Zappos, Starbucks, and Comcast are leading by example and showing what it means to care about their customers and the entire marketplace. This is true relationship marketing: Where the focus is on people helping people, adding value for intrinsic reasons, and providing stellar customer service—commerce naturally occurs as a result.

I'm sure you're familiar with the saying, "People do business with people they know, like, and trust"—in other words, with people who are enchanting. This has not changed. What has changed, though, is the medium; everybody now has a voice and, as I like to say, the nobodies are the new somebodies.

When you are enchanting, you'll stand head and shoulders above the competition. But it does take time to nurture real relationships through Facebook, Twitter, LinkedIn, blogs, e-mails, webinars, and social functions. Many business owners find that

this takes up a lot of time to learn these new social technologies and to nurture all their connections online and offline.

Fortunately, mastering the art of relationship marketing does not have to be a new, all-consuming, full-time job. In *The New Relationship Marketing*, master enchanter Mari Smith walks you through all the nuances of blending high-tech with high-touch in a simple, easy-to-understand format that will yield measurable results for your business. With the myriad ways through which you can connect with prospects, customers, vendors, media contacts, politicians, and more, it's vital that you understand *both* the technical aspects of how to use these new social technologies *and* the new soft skills needed to excel at relationship marketing.

One false move and you could lose your job, your reputation, or both. It can be very daunting for many people. Concerns around protecting privacy, avoiding plagiarism, and having to publicly handle customer complaints can stop businesses in their tracks from making progress with social media marketing. But, at the end of the day, it's all people connecting with people, regardless of how small or how large your business is.

Everyone—from solopreneurs to household brands—are now being compelled to conduct themselves with higher levels of truth, integrity, and authenticity. With the transparency of online social networking sites, there is nowhere to hide. This is a good trend. You can achieve likeability and trustworthiness by showing up regularly, helping as many people as possible without having a hidden agenda, and wholeheartedly engaging with your networks.

Mari Smith is someone I have enjoyed building a solid relationship with over the past several years. I use her photo in my *Enchantment* speech to illustrate what a world-class smile looks like. I'm sure you'll thoroughly enjoy reading Mari's book and discovering all her magical and savvy teachings on how to grow a large and loyal network. You'll find that your personal and professional relationships flourish as a result.

—Guy Kawasaki  
author of *Enchantment:  
The Art of Changing Hearts,  
Minds, and Actions*; and  
former chief evangelist of Apple

## Acknowledgments

I've called myself a "Relationship Marketing Specialist" for over 10 years and have probably been writing this book in my head that entire time. I've always had a passion for people and technology, and I love to write. However, this book would never have come into existence without the vision and steadfast support of a special group of people in my personal and professional lives. I'd like to take a moment to acknowledge each one of them.

Thank you to the awesome team at John Wiley & Sons, Inc. for their relentless support and gentle but firm guidance: Richard Narramore, Lauren Freestone, Lydia Dimitriadis, and Peter Knox. You all rock!

My deepest gratitude to my friend Michael Stelzner—thank you for your continued support and your belief in my writing ability. I appreciate sharing this journey with you for many years now. And to my fellow professionals in the online marketing world, it's truly a joy to know you: Erik Qualman, Liz Strauss, Brian Solis, Chris Brogan, John Jantsch, Gary Vaynerchuk, Jay Baer, Jay Berkowitz,

Chris Knight, Jeremiah Owyang, Pam Moore, Ekaterina Walter, Viveka von Rosen, Ann Handley, Kristi Hines, Mark Schaefer, and Jim Kukral.

Many friends and colleagues generously shared their marketing, writing, business, and branding savvy with me during the process of writing this book and beyond. I'm grateful for your friendship and invaluable encouragement: Wendy Keller, Cathy Paper, Kim Castle, Kristin Andress, Cindy Ratzlaff, Paul Lemberg, Michael Drew × 2, Guy Kawasaki, Dave Crenshaw, Gary Ryan Blair, Larry Genkin, Paul Hoffman, David Tyreman, Jill Lublin, Sam Horn, Arielle Ford, Simon Mainwaring, Christine Messier, Darren Hardy, Pina de Rosa, Tracey Trottenberg, Jack Canfield, Janet Attwood, Jim Bunch, John Assaraf, and Jim Kwik.

A special thank you to my friend Larry Benet, founder of the Speakers and Authors Networking Group (SANG), who is by far one the best investments I've made in my career over the years. Thank you for your nonstop cheerleading! And a special shout-out to all my fellow SANG members: I appreciate you all immensely.

Many thanks go to my friend, Mitch Meyerson, for our relationship marketing conversations. And to the incomparable Keith Ferrazzi—thank you for your pioneering work in the field of business relationship mastery. Also, special kudos to Joe Sweeney—thank you for your kind encouragement and your body of work on authentic networking.

To my fellow founding members of the Association of Transformational Leaders Southern California—I love you all and cherish our journey together. I look forward to many lifetimes of continued connection.

Heartfelt thanks to my team: Lori Westbay, my Customer Happiness Director, and Susan Majoy, my Assistant Extraordinaire. Thank you both for helping to bring peace and order to my daily life!

Much love and gratitude goes to all my past graduates and current participants of my “Mentor with Mari Social Media Professionals Program.” Thank you for the standards you help to set. I believe in you. And, a special acknowledgment goes to all my MVPs (Mari's Valuable Peeps), thank you for generously contributing your knowledge to my Facebook community.

For your loving guidance and empathetic ear, thank you to my sweet friends: Ashley Mahaffey, Lynn Rose, Angela Albright, Laura Rubinstein, Angie Swartz, Shajen Joy Aziz, Dorcy Russell, Cynthia Kersey, Amy Porterfield, Carol Dysart, DC Cordova, Kristine Catalina, Nancy Jones, and Dynah Joy.

And last, but by no means least, to my dear friend and spiritual teacher, Esperanza Universal, thank you for opening a door in 2009 that allowed me to finally take flight and change my life forever. Your unwavering belief in me means more to me than you know. I love you.



# Introduction What Is the New Relationship Marketing, and Why Is It Crucial to Businesses Today?

*New marketing is about the relationships, not the medium.*

—Ben Grossman, founder of BiGMarK<sup>1</sup>

**Y**ou may have heard this claim with increasing frequency lately: Relationships are the “new currency.” While it’s always been true that people do business with people they know, like, and trust, the explosion of online social networking has led us to experience a fundamental paradigm shift in how we communicate—and, ultimately, do business—all over the world.

Currently, two billion people on the planet have access to the Internet; that’s almost 30 percent of the world’s entire population.<sup>2</sup> Additionally, there are more than 5.3 billion mobile subscribers (77 percent of the world’s population). This explosive growth is led by China and India, and many mobile web users are *mobile-only*; in other words, they do not (or only very rarely) use a desktop, laptop, or tablet device to access the web. Mobile-only

use is 70 percent in Egypt and 59 percent in India—and even in the United States, it comprises 25 percent of subscribers.<sup>3</sup>

In addition to the various types of devices consumers and businesses use, the platforms within which they interact are growing exponentially. The world's largest social networking site, [Facebook.com](https://www.facebook.com), is hurtling toward its first billion members (the site has more than 700 million active users as of this writing).

People all over the planet are sharing more and more personal and private information about themselves via a mounting number of websites and tools. This information is all out in the open and completely available for searching; that is, unless you electively set your privacy settings so tight that only specific individuals can find what you share. More and more, professional recruiters are conducting extensive research, poring over social profiles, and using the data they find to influence hiring decisions. Equally, drawing from this same pool of online information, many employers use publicly shared data to fire employees for misconduct or violation of company policies. Insurance companies, government officials, and attorneys also tap into the plethora of personal information available online and use it as evidence when needed. Plus, of course, businesses have access to everything consumers choose to publicly share about themselves online.

What this means for you as a business owner, entrepreneur, or marketing executive is that you need to become a master at relationship marketing by honing your skills in two primary areas: (1) the technical skills needed to properly utilize the vast array of social tools and (2) the soft skills needed to effectively build solid relationships through these social tools. It's a whole new world that's moving very fast; one false step could cost you your reputation, so you're going to need a trusty road map. That's what I intend this book to be for you.

*Relationship marketing* is a term first introduced in 1986 to the services marketing literature by Dr. Leonard L. Berry,<sup>4</sup> who defined it as attracting, maintaining, and enhancing customer relationships. Several recurring themes in relationship marketing literature include customer satisfaction, mutual trust, and commitment or promise. While many of these perspectives compare marketing relationships to a marriage, which is marked by the ongoing mutual commitment and interest of both parties, another

perspective posits that relationship marketing is an asymmetrical marketing process that requires an in-depth, personalized understanding of customer needs and characteristics. Relationship marketing's focus is to move all customers up the ladder of loyalty.<sup>5</sup>

Think of *relationship marketing* as a term with the following overarching definition: those efforts that will make your prospective customers aware of your products and services, position your business in their minds as the obvious choice, and help you build lifelong profitable relationships with them.

At its core, *new relationship marketing* means *genuinely caring* about all other human beings on the planet and building solid, win-win relationships. Those relationships are with your prospects, clients, strategic alliances, media contacts, key influencers, and, yes, even your competitors. Ultimately, effective relationship marketing leads to a more sustainable, successful, and conscious business.

## THE PARADIGM SHIFT

I use the terms *social media marketing*, *social marketing*, and *new media marketing* interchangeably throughout this book. The most important thing to remember is that relationship marketing basically encompasses *all* types of marketing—both online and offline. This ranges from TV and radio to billboards and direct mail—from Facebook and Twitter to e-mail and mobile.

As you can see in Figure I.1, the ways in which these marketing tactics can be used online are both numerous and far-reaching.

The Conversation Prism gives you a big picture view of the social media universe, categorized and organized by how people use each network. (See this image enlarged online at [www.theconversationprism.com](http://www.theconversationprism.com).) The operative word in this model is *conversation*. New media is about engaging and building relationships.

The acceleration of development in communications technologies has forced human beings to connect in totally new and different ways. We're being called to higher standards of authenticity, integrity, and transparency, and we are compelled to truly care about the world and all the people in it. The power has shifted

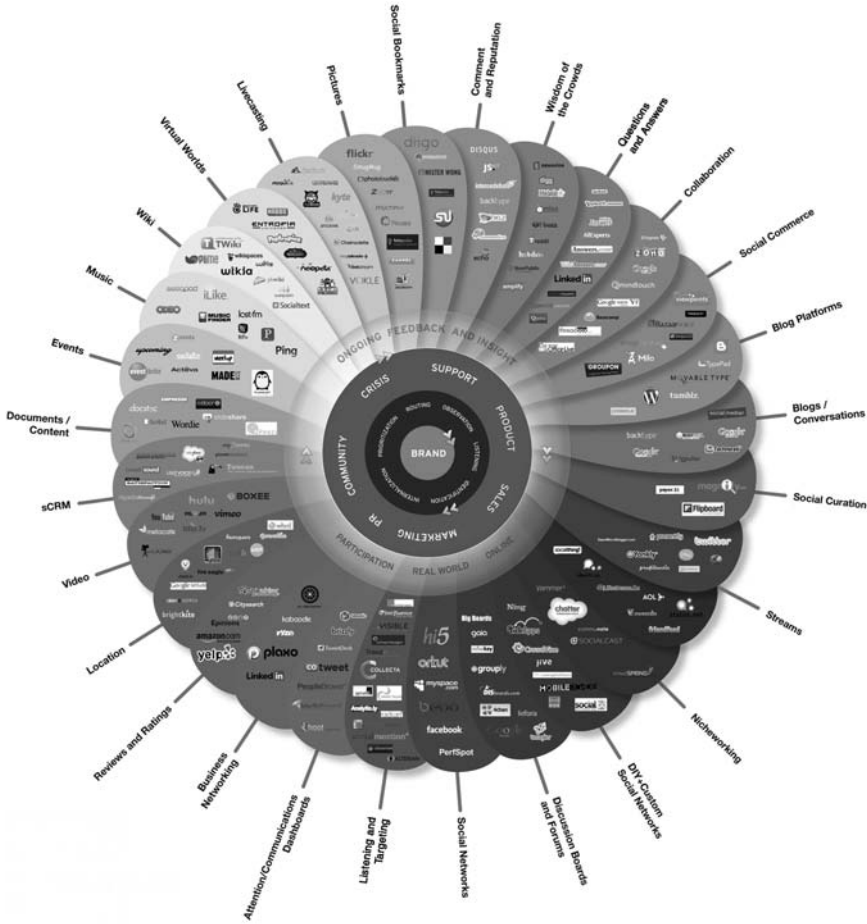


FIGURE I.1 The Conversation Prism by Brian Solis and JESS3

from corporations to consumers, from dictators to citizens. And, as Guy Kawasaki puts it, “The nobodies are the new somebodies.”

This paradigm shift has multiple aspects and implications:

1. *Your every move is now being tracked, recorded, viewed, and archived.* You have to be rigorous about protecting your privacy and your reputation on both a personal and professional basis. However, you’re always in control of exactly what you share regarding both yourself and