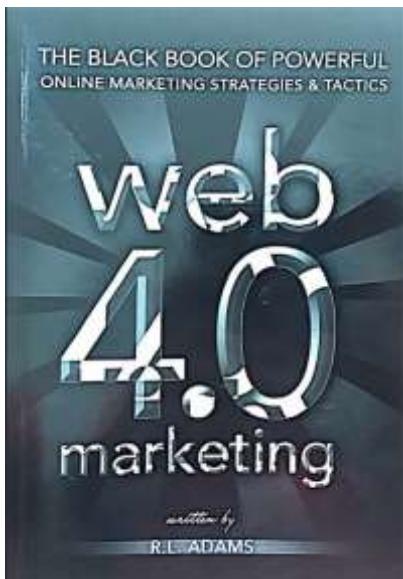




Book Review



Title	Web 4.0 marketing
Author	R.L. Adams
Year	2017
Edition	N/A (first copyright is 2015)
Type of Book	Trade Book
Number of Pages:	158
Price	N/A

Seri Wongmonta
College of Management, University of Payao

Introduction

This book was first copyrighted in 2015. The edition currently reviewed was copyrighted in 2017; and it was not identified what edition is. However, the content of this book is still applicable to online marketing operation in these days. This book can be considered as a contemporary book.

Many people dream to become successful entrepreneurs. Some of them aim at having an empire of sustainable online business. It is a challenge to be rich without having to work hard. However, only few people can make their dream come true. Those who want to be successful have to learn from people who have succeeded as well as from people who have failed to see how the two groups are different. To establish a sustainable business requires great efforts in career and personal lives.

Major problems are 1) time and 2) information required for making decisions. To be successful, one needs time and information in various aspects. The more developed the technology is, the more time one needs to be successful, because more information is available for decision making. What used to be simple has become more complicated, because social media space is more ample. Social media functions have been changed and expanded. Consequently, those who want to be successful in doing online business must be truly knowledgeable in digital technology and technology savvy to cope with the complexity of digital technology.

Besides being knowledgeable in digital technology and technology savvy, one has to be keen in marketing to be ahead of a great number of competitors. It is fortunate that a



demand of online commerce is increasing tremendously, therefore, entrepreneurs have opportunities to provide supplies for a continuous growing number of digital consumers. However, successful entrepreneurs must own certain relevant points of difference to beat competitors.

Though online business has become more complicated, it does not mean that there are no principles of how to do this kind of business. The author of this book gives readers simple and applicable principles. Two major concepts are “value” and “trust”. He concludes that “to be successful in doing online business, entrepreneurs must pay attention to value and trust creation. This book contains lessons from a person who has been successful in doing online business. His contents are simple stories for doing complicated businesses.

He emphasizes repeatedly that to be successful, entrepreneurs must be committed to devoting their time and be patient, as a success takes time to happen.

Chapter 1: Committed to Value Creation

We are in the business world with a focus on value creation by making consumers feel that they gain relevant benefits from entrepreneurs’ offerings. Entrepreneurs should begin with consumer insights by knowing what values consumers are seeking from their offerings. They must offer ‘relevant’ values with consistent integrity to create “trust”

Contents are important for value creation in doing online business. Contents constitute values and trust, and they must manifest quality of human being. They are tools for humanizing a brand. Entrepreneurs must have their own webs to tell stories of their products and services as authorities who are leaders of thoughts. Authorities create trust, and consumers will share the stories told by authorities. Their stories will provoke engagement virally, thus, entrepreneurs must be knowledgeable in how to devise content marketing strategies. They must know how to create contents and how to deliver contents through the right channels. They must be perceived as authorities, and their contents are not perceived as “trash”.

Chapter 2: Components to Create Trust

The following components are needed to create trust: 1) creativity of contents, 2) being perceived as authorities, 3) longevity of contents to stay online, and relevance of contents, which means they are rewarding with creative presentation. Consumers must perceive that authors of contents are authorities. The longer the contents appear online, the more consumers will trust the contents. It is important that the contents be relevant; they are contents that consumers need to know, and they are written by authorities. Entrepreneurs must be capable of content marketing to provide contents that create trust.

Chapter 3: The Value of “Trust”

“Trust” is an important factor to create revenue for online business. It is difficult to be successful in doing online business without creating trust. Consumers may trust messages



from their virtual friends, but now they trust messages from online reviewers appearing on webs that they trust. Entrepreneurs must believe in the power of “trust” because consumers look for messages from people whom they trust. Trustworthy contents should appear on the companies’ webs as well as market webs popular among target consumers. Entrepreneurs need to know how Google, Blog, Plus, YouTube, Yelp, Facebook, and other social media platforms work, so that they can make their contents appear on these online platforms for target consumers to see and trust. It should be noted that consumers are likely to trust contents that are written by those whom they perceived as authorities.

Chapter 4: Content Marketing

To promote products and services offered online, entrepreneurs must be good at content marketing strategies. They must provide creative contents with creative presentation approaches through the right platforms and webs. They have to link their company webs to popular market webs, so that their contents will be highly potent because they are perceived to be trustworthy.

To be perceived as authoritative messages, contents must appear on authoritative market webs, such as Google, Plus, YouTube, Yelp, Twitter, Facebook. Contents on these webs must be linked to company webs that give more details of products and services.

Not only do contents appear on authoritative webs, but they also must be powerful and potent with creativity. Contents on authoritative webs must motivate consumers to visit company webs for greater details. Google is the most important authoritative web to create trust.

Steps of content marketing are: 1) creating unique contents with good grammar, 2) creating trustworthy contents that are accepted by Google, and 3) motivating consumers who are exposed to contents on Google to visit company webs.

Chapter 5: Unique Contents with High Values

For content marketing strategies, not only do we need unique contents, but we also need contents with high potency to persuade consumers. Contents can be in various forms, including still pictures, video clips, symbols, and texts. Though online content marketing saves money, content creators should not save time. They have to take time to create authoritative, relevant and persuasive contents. They must have marketing insights, brand insights, and consumer insights to create relevant contents. Rewarding contents are: 1) how-to contents, 2) presented as video-tutorial contents that are good enough to be accepted by Google and YouTube, and 3) put in Slideshow & Documentation Presentation.

Relevance and trustworthiness are characteristics of contents that Google look for; therefore, contents must have these two characteristics to appear on Google. Contents that appear in Google must lure consumers to visit company webs for more details. Contents must be written with keyword centricity to be effective on Google. Contents must include pictures and texts with a variety of mechanical tactics.



Chapter 6: Contents that Are Accepted by Authoritative Webs

It is important that contents about products and services be accepted by authoritative webs, such as Google, YouTube, HubPages.com, Wordpress.com, Blogger.com, and Slideshare.net. Consumers are likely to trust contents that appear on authoritative webs. Texts and video clips with the same contents are likely to be accepted by authoritative webs. It should be noted that contents on authoritative webs invite consumers to go to company webs for more details.

Chapter 7: Link Building

Link Building is an integral strategy for content marketing to be efficient and effective. Good contents must provoke engagement and build links to other webs. Good contents can build organic links with no costs. Google is an effective authoritative web that can build organic links. Contents with a lot of links will create high reach and high trust. They also provide opportunities for customer relationship management.

Not only do entrepreneurs create good contents to build links, but they will also earn links when their contents become editorials of authoritative webs. This results in their contents becoming more trustworthy. Tactics to build organic links are: 1) getting authoritative guest bloggers to write contents 2) using ego-baiting tactics by praising and engaging with some digital influencers to get them write positive reviews on Twitter and Facebook, 3) using broken-link tactics by asking authoritative digital influencers to counter negative contents.

Chapter 8: Social Media Marketing

Social media is an integral part of digital life. Consumers are “prosumers”, meaning they produce and consume contents on social media. They communicate with friends on social networks. Entrepreneurs must learn how to leverage social media by engaging with consumers on social media platforms. Social media marketing is an important part of online marketing. Principles of social media marketing are: 1) providing rewarding contents, 2) projecting consistent brand identity in all contents, 3) engaging with consumers to build loyalty, 4) projecting an image of thought leader in the field to provoke conversation.

Chapter 9: E-mail Marketing

Another integral part of online marketing is e-mail. Contents in an e-mail must be relevant, so that they will not be perceived as spam. Contents must be relevant, rewarding and trustworthy. Principles of e-mail marketing are: 1) providing simple and precise contents that show goodwill, 2) creating interesting contents, 3) substantiating contents with trustworthy evidences, 4) using provocative subject heading to motivate further reading, and 5) telling stories before trying to sell.

Chapter 10: Monitoring, Analyzing, and Adapting

A system to monitor, analyze, and adapt must be devised to evaluate strategies. Tools are available to purchase, including Google Analytics, Google Webmaster Tools, Moz.com. After an analysis, entrepreneurs must make decisions to adapt their strategies as needed.



Contents being accepted to appear on authoritative webs is a KPI, as consumers are likely to look for contents to make purchasing decisions on search engines, namely Google and YouTube. Besides, what one learns from this book, a further study required of those who operate online marketing are SEO strategies.

Review: Comprehensive, Simple, and Well Organized

This book gives good guidance for those who would like to be successful in online marketing. It is a how-to book that easy to read, and the instructions are practically applicable. The contents are inspiring and encouraging for those who would like to be successful online entrepreneurs. It emphasizes that to be successful requires patience because it takes time with utmost efforts. Keywords always accentuated in this book are “Relevancy, Value, Trust, and Content Marketing”. A key success factor is contents being accepted to appear on authoritative webs, especially Google and YouTube.

Contents must be relevant, unique, rewarding, and trustworthy. Contents must be shared virally on various social media platforms; they must have high page ranking on Google, a major search engine. Other than Content Marketing, which is a focal point of the book, the author also gives some thoughts about other related marketing strategies, including Presentation Marketing, Relationship Marketing, Engagement Marketing, Viral Marketing, and SEO Marketing. This book is “a must” for those who want to be highly successful in inline marketing.

Highlights of this book are:

it is a how-to book that is easy to read, 2) contents are precise and simple, 3) it contains vivid example cases of success, 4) it gives clear explanations on tools and tactics of online marketing, 5) it elaborates Content Marketing profoundly, 6) it relates Content Marketing to other marketing strategies, 7) steps of online marketing are consequently organized, 8) it recommends tactics to earn shares on social media platforms, 8) it gives advices how to get contents appear on authoritative webs, 9) it recommends methods to earn online advocacy, and 10) it gives advices on how to earn viral messages on social media platforms. All of these are principles of how to create relevant, valuable, and trustworthy contents with creativity, utmost efforts, and patience to attain high achievements that take time. The author makes a clear statement that online marketing is not that hard. At the same time, he makes readers aware that entrepreneurs must be patient and committed to doing the right thing.

Entrepreneurs who believe that online marketing is an essential strategy for business 4.0 should not miss this book to learn principles, steps, procedures, strategies, and tactics of efficient and effective online marketing. However, after having read this book, entrepreneurs should read books on Digital Marketing, Relationship Marketing, Engagement Marketing, Viral Marketing, SEO Marketing, and Presentation Marketing to gain strategy insights before



embarking on online marketing business. At the end, the author emphasizes measurement with the metrics being a number of viewers, like, shares, and comments, engagements, and appearances on authoritative webs. The key concept is “Without measurement, you don’t have management”.