



# 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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