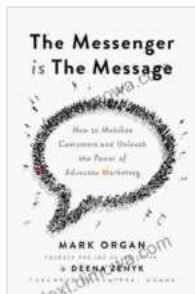


# How to Mobilize Customers and Unleash the Power of Advocate Marketing



## The Messenger is The Message: How to Mobilize Customers and Unleash the Power of Advocate Marketing by Mark Organ

★★★★☆ 4.8 out of 5

Language	: English
File size	: 3037 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 246 pages
Lending	: Enabled



In today's competitive business landscape, it's more important than ever to have a loyal customer base. But how do you create a loyal customer base? By turning your customers into your most passionate advocates.

Advocate marketing is a powerful form of marketing that leverages the power of word-of-mouth to drive growth. When your customers advocate for your brand, they are essentially telling their friends, family, and colleagues about your products or services. This type of word-of-mouth marketing is incredibly effective, as it is seen as more credible and trustworthy than traditional advertising.

In the book "How to Mobilize Customers and Unleash the Power of Advocate Marketing," author Lee Odden shares his insights on how to create a successful advocate marketing program. Odden, who is the CEO of TopRank Marketing, has been a pioneer in the field of advocate marketing for over a decade. In his book, he provides a step-by-step guide to help you:

- Identify and recruit your most passionate customers
- Create a customer advocacy program that is tailored to your specific needs
- Measure the success of your advocate marketing program

If you're looking to drive growth for your business, then you need to read "How to Mobilize Customers and Unleash the Power of Advocate Marketing." This book will give you the tools and knowledge you need to create a successful advocate marketing program that will help you turn your customers into your most passionate advocates.

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## Reviews

"Lee Odden is a thought leader in the field of advocate marketing. His book is a must-read for anyone who wants to learn how to create a successful advocate marketing program." - **Guy Kawasaki, author of "The Art of the Start"**

"How to Mobilize Customers is a practical guide to creating a successful advocate marketing program. Lee Odden provides actionable advice that you can start using today." - **Jay Baer, author of "Hug Your Haters"**

"Lee Odden has written the definitive guide to advocate marketing. This book is a must-have for any business that wants to drive growth through the power of word-of-mouth." - **David Meerman Scott, author of "Fanocracy"**

## About the Author

Lee Odden is the CEO of TopRank Marketing, a leading digital marketing agency. He is a pioneer in the field of advocate marketing and has been featured in Forbes, The Wall Street Journal, and The New York Times. Odden is the author of several books on digital marketing, including "Optimize" and "Social Media Marketing for Dummies." He is also a regular speaker at industry conferences and events.

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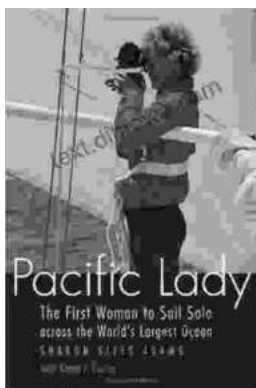
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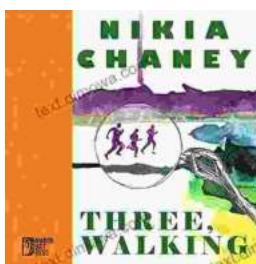
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