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‘Renegades Write the Rules’ Excerpt

In “Renegades Write the Rules,” author Amy Jo Martin shares her insight into tapping the value of social media. She reveals strategies behind top celebrities and brands that she helped to build, and shows how you can apply them to your own brand to get measurable results.

This excerpt is from Chapter (or Rule) 7, “There’s a New ROI in Town,” and explains the importance of influence over impressions when it comes to social media investment, and includes formulas for calculating revenue per follower. Martin also looks at cold metrics versus warm metrics and how you can use them both to create a winning strategy for your own campaign.

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