



Brand Advocates: Turning Enthusiastic Customers into a Powerful Marketing Force

Rob Fuggetta

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Praise for *Brand Advocates*

"Ignite your Advocates! Fuggetta shows you how."

—SCOTT MONTY, Head of Social Media, Ford

"Creating and amplifying authentic Advocates should be front and center on every marketer's agenda. This book is a blueprint for how to turn genuine Advocates into a powerful marketing force."

—SUSAN HELSTAB, Executive Vice President of Marketing, Four Seasons Hotels and Resorts

"Advocacy is the ultimate goal for every brand. And Rob Fuggetta has given us the ultimate guidebook to brand advocacy. Simple, clear, and filled with practical advice, this book shows you how to turn your enthusiastic customers into a powerful Brand Army."

—PORTER GALE, former Vice President of Marketing, Virgin America

"In an era of connected consumerism, advocacy puts the word in word of mouth. Nothing is more authentic or effective. This book shows you exactly how to find and engage your advocates."

—BRIAN SOLIS, Principal Analyst, Altimeter Group, and author, *The End of Business as Usual*

"Inspiring Advocates is one of Method's seven obsessions. Get this book and be inspired. Highly recommended!"

—ERIC RYAN, Cofounder, Method

"Fuggetta's equation for building great brands in the social media age is proven and powerful. Every hotel marketer should read this book."

—CHIP CONLEY, Founder, Joie De Vivre Hospitality, and author, *Emotional Equations*

"Brand Advocates is a book every public relations professional should read. It's the definitive guide to authentic advocacy."

—AEDHMAR HYNES, Chief Executive Officer, Text 100 Public Relations

"Companies aren't trusted, brands aren't trusted, and nor are your executives. People trust each other, and now they have the tools to communicate with each other using social technologies and mobile, with or without brands involved. As a result, trust has shifted to the participants. Many brands, knowing their credibility has diminished, rely on advocacy programs where trusted members of the community are given a platform and encouraged to speak. Fuggetta shows you exactly how to create an advocacy program that empowers your trusted Advocates."

—JEREMIAH OWYANG, Partner, Altimeter Group



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