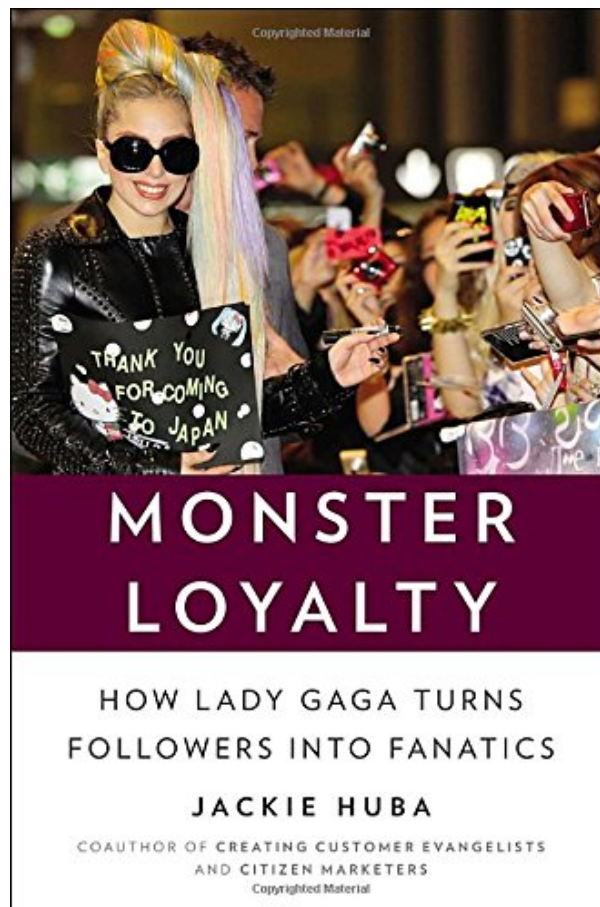
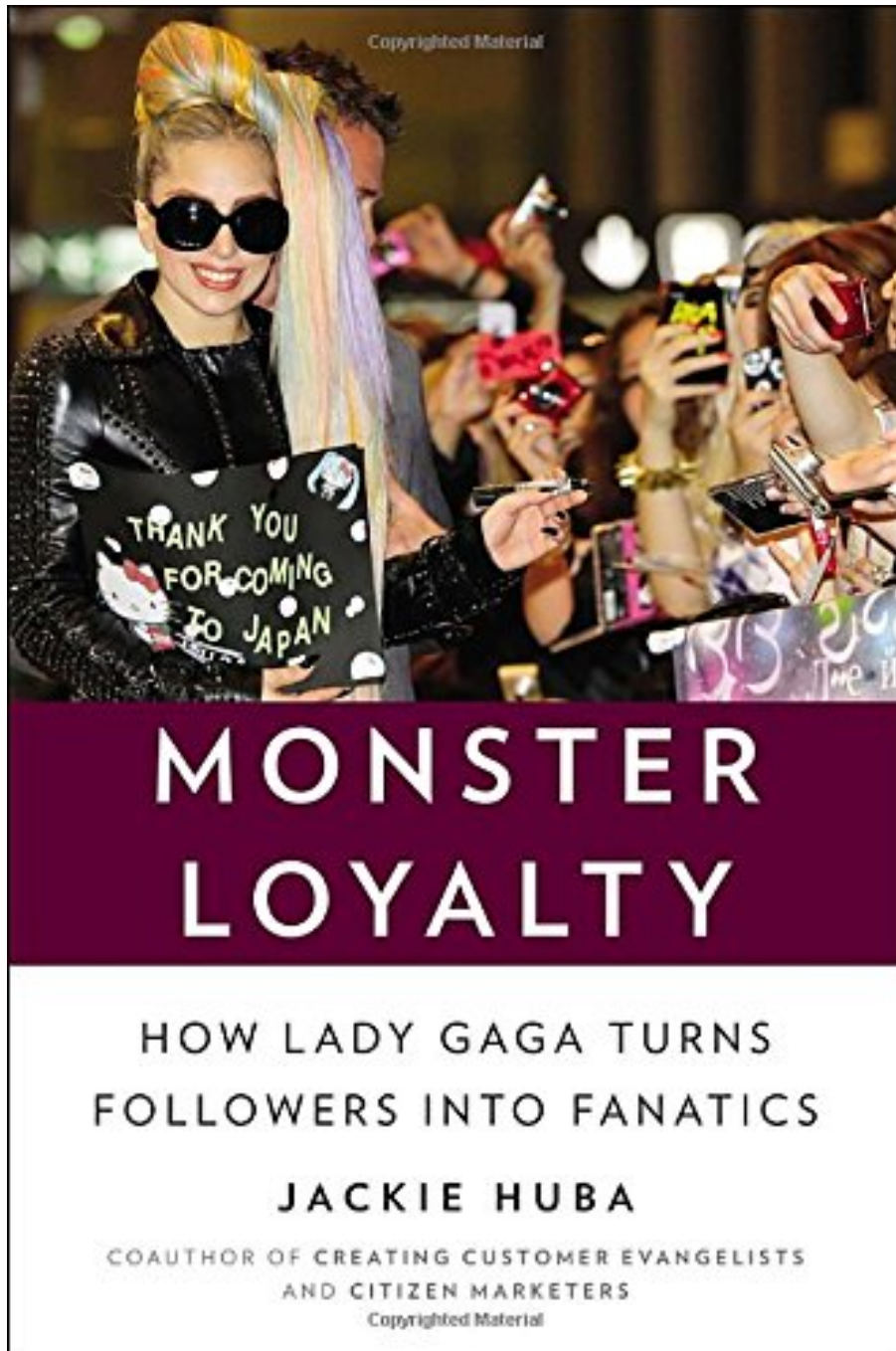


MONSTER LOYALTY: HOW LADY GAGA TURNS FOLLOWERS INTO FANATICS BY JACKIE HUBA



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Famous for her avant-garde outfits, over-the-top performances, and addictive dance beats, Lady Gaga is one of the most successful pop musicians of all time. But behind her showmanship lies another achievement: her wildly successful strategy for attracting and keeping insanely loyal fans. She's one of the most popular social media voices in the world with more than 33 million Twitter followers and 55 million Facebook fans. And she got there by methodically building a grassroots base of what she calls her "Little Monsters" - passionate fans who look to her not just for music but also for joy, inspiration, and a sense of community.

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- Original language: English
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Most helpful customer reviews

13 of 13 people found the following review helpful.

This Book is for Every Business Seeking Solutions for Marketing and Sales Growth

By Zane Safrit

True confession: Writing this review turned into a bigger challenge than I predicted. It's not what to say that challenged me. It's what NOT to say. I start reading and within 3-4 paragraphs, I'm nodding my head and saying 'Yes, yes, exactly. Bam. Bam, baby. Yeah, come on. Can I get a witness.' Then I want to share verbatim Jackie's translation of Gaga's strategy. Here's why.

It's a strategy with 7 steps that any, ANY, business can execute under its own terms and under its own budget no matter how small or large. Granted, I enjoy reading this strategy as it's applied to Gaga. And Jackie's a good writer. But, what's really inspiring is understanding how even a car wash could apply this strategy with these 7 steps and find success. You could build a global empire selling gardening mulch if you followed these 7 steps. And you could lower your advertising and marketing budgets, to boot.

Here's the first step: Focus On Your One-Percenters. Forget the Pareto, 80/20 rule. That's right. Focus on your hard core customers, your most ardent defenders. Gaga does. She has no fans. That's right. She has no superfans, either. What she has are...Little Monsters. Those are her true, hard-core, live and die and live and breathe Gaga, fans. Jackie describes the very personal, dedicated, attention Gaga gives her Little Monsters and has given them from the beginning. And...she details how Gaga's Little Monsters return their thanks with testimonials, raves, reviews, album sales, singles' sales, and concert attendance.

Now. You don't have time to focus on your One-Percenters, your Little Monsters. I say, Cool. I understand. That means you have plenty of time to complain about the resulting lack of sales and growth. That's the choice, not because Jackie's book says so or Gaga's success says so. No, the data says so: Look at your own data. How much more money are you spending now to close one new customer? Look at the data for how ineffective advertising and marketing has become now that they've inundated us with images and messages to the point where we've evolve screening mechanisms to ignore them. Consider how much more effective is one good fan and one great testimonial or rave.

One of my favorite points in Jackie's book is how diligently she shows Gaga's success is not based on gimmicks. 'Little Monsters' and outfits made with raw meat and burning pianos at the end of her performances are not the core of her success. (Neither was destroying their instruments at the end of every show the key to The Who's enduring success, course it woulda helped if they'd backed off the recreational supplements, too.) The core is Gaga's very talented musicianship and her very business-savvy approach to her fans coupled with a passionate desire to change the world.

It's an often-overlooked point in creating communities of evangelistic customers generating massive amounts of word-of-mouth. Too often, you hear of companies who want a quick fix. Gimme a video that goes viral or a cute and clever ad campaign that makes people laugh. And they do, first at the ad then at the product being sold.

Gaga's a classically trained musician. She ate shit for years performing in small-venue dives, night after night, writing tunes, helping other artists, barely surviving. All that practice, work, setbacks and lessons-learned, honed her writing and performing. It also honed her compassion for others born different and that if you have a dream you should not stop until you reach it. - Monster Loyalty, Introduction.

That's the dream...of everyone. But, for this audience, it's the dream of every business leader and manager and employee and even unpaid intern. They, we, you, all dream the same dream: starting a business, growing it, seeing it survive and then thrive, changing people's lives for the better, helping our families, bringing meaning to our days, yeah and making a little money along the way. Gaga shows how she did it in the very tough music business. Jackie translated Gaga's work into a plan you can use. Right now. Today. And tomorrow. Go get her book, Monster Loyalty. Read it, own it. Then find your one percenters. Then follow the other 6 steps. Be successful. Be happy. Don't stop until you reach your dream. As you do, give Jackie a shout, a testimonial, a book purchase, a speaking gig, for her work researching and translating Gaga's success and the success of others into a plan you can apply. Right now. Right now.

5 of 5 people found the following review helpful.

Great Exploration of Building Loyalty

By Jeannie C. Walters

Through seven lessons in loyalty from Lady Gaga, the book outlines not only what happens in Gaga's world, but also how specific companies have already adopted these practices. Some of them, although seemingly simple, are really ingenious. One of my favorites is giving your community an identity - quite literally, a name. Lady Gaga did this by claiming them as her "Little Monsters" and in doing so embraced who they were. She allows her fans opportunities to be flawed and loved anyway. The way she engages with her fans seems to remove the "on stage" persona we all see when she performs in meat dresses or giant eggs. The stories of her fans are moving and personal. And the way Gaga responds by sharing most credit with them and for them is compelling. After winning her Grammy for "Poker Face," she tweeted to her fans "We won big tonight" and thanked them for inspiring her. What a wonderful way to bring your community into a moment.

This book is full of stories like that, as well as the parallel stories of organizations who have had success through similar approaches. An easy favorite of mine is the story of how Innocent, a UK-based juice company, invited customers to knit mini hats for their bottles. For every bottle sold donning a customer-made cap, Innocent donates to a charity. It's such a feel-good, totally winning campaign. There is something about each story that made me smile. That's the thread. It's not just whimsy, it's heart-warming and real.

This book is easy to read and fun to learn from. As a casual Lady Gaga fan, the stories of how she reaches out to her typically vulnerable fans caused me to respect her more than I thought I would. The business case

studies showcased real world ways to apply these loyalty-building principles to your customer strategy.

5 of 5 people found the following review helpful.

enlightening

By Denise Lee Yohn

Jackie Huba is an expert on customer evangelism, so her insights about how Lady Gaga has built an enduring fan base are informative and instructive. Most notably, though, Jackie is a Lady Gaga fan through and through and has been in contact with her and her organization for several years, so Monster Loyalty relays insights from her unique "insider" vantage point. And she's integrated the stories of businesses that have implemented the lessons of Lady Gaga with the results they and she have enjoyed. With gems including "Make sure customers know that your business is about something bigger. By bigger, I mean something emotional that people can believe in...Customers can be interested in what products do, but they can only bond with companies emotionally over what they believe in," Jackie provides a terrific roadmap to attracting and keeping loyal customers. -- denise lee yohn

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Guides *Monster Loyalty: How Lady Gaga Turns Followers Into Fanatics* By Jackie Huba, from straightforward to complicated one will be an extremely helpful operates that you can take to change your life. It will certainly not give you unfavorable declaration unless you don't obtain the meaning. This is definitely to do in reading a book to get over the definition. Frequently, this e-book entitled *Monster Loyalty: How Lady Gaga Turns Followers Into Fanatics* By Jackie Huba is reviewed considering that you truly such as this kind of e-book. So, you could obtain simpler to understand the perception and also meaning. Once again to constantly bear in mind is by reading this publication **Monster Loyalty: How Lady Gaga Turns Followers Into Fanatics By Jackie Huba**, you could fulfil hat your interest start by completing this reading e-book.

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