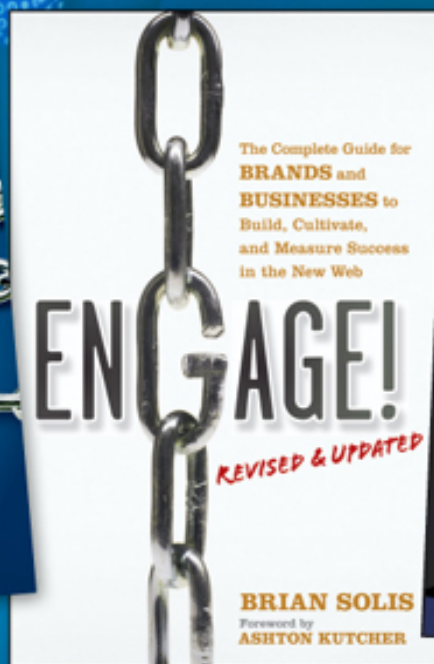
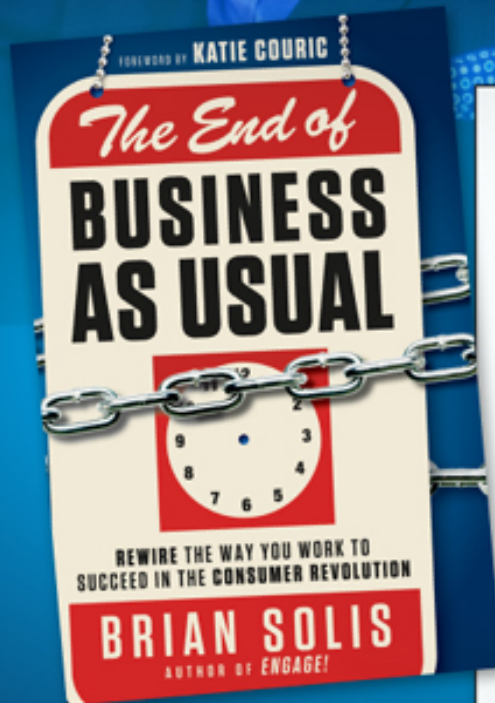


# THE BRIAN SOLIS DIGITAL READER



B R I A N S O L I S

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The Complete Guide for  
**BRANDS** and  
**BUSINESSES** to  
Build, Cultivate,  
and Measure Success  
in the New Web

# ENGAGE!

REVISED and  
UPDATED

**BRIAN SOLIS**

Foreword by

**ASHTON KUTCHER**

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# ***Praise for Engage!***

“Social networks empower everyday people to become remarkable. How do you now earn their attention and also become remarkable in the process? *Engage!* is your answer.”

***-MC Hammer***

“It's no longer an era of business as usual. Executives and entrepreneurs must embrace new media in order to not only compete for the future, but for mind share, market share, and ultimately relevance. This book helps you engage ... without it you're competing for second place.”

***-Mark Cuban, owner, Dallas Mavericks, investor, entrepreneur, Chairman of HDNet***

“Affinity is personal and emotional. Without personifying the company and what it symbolizes, it's difficult for customers to connect with your brand. The concepts from this book can help your brand engage in a way that inspires communities to extend your message, promise, and reach.”

***-Tony Hsieh, CEO of Zappos.com***

“The power of top-down, A-list influencer is winding down. Now brands must engage on a direct-to-many basis. Social media makes this possible, and Solis makes this happen. Read his book or be left in the dust.”

***-Guy Kawasaki, co-founder of Alltop***

“Social media is changing everything about the way people relate socially, in commerce, and politics. *Engage!* gets you up to date regarding current trends

and technology, and shows you how to build a serious social media strategy. It's the real deal."

***-Craig Newmark, founder, Craigslist.com***

"Brian Solis has shown once again his deep understanding of the power of new media. He shows how social media can give voice, credibility, and connections to both companies and their customers."

***-Price Floyd, VP for Digital Media Strategy BAE Systems***

"What's the secret to a successful company? Seasoned business owners know that it's a combination of strong leadership and superior products. But that alone isn't enough anymore. The leader of the future needs to connect with the customer of the future when, where, and how the customer wants, and Brian Solis lays out some of the guidelines here, going far beyond the tools that are today's buzzwords."

***-Scott Monty, Global Digital Communications, Ford Motor Company***

"Brian Solis documents new media's evolution and its challenge to traditional marketing methods and corporate communications: Most profoundly, through social media the customer has become a more influential stakeholder. The book provides concrete guidelines on how companies must engage in the public conversation and how they must prepare for a new era of relationships with their clients, customers, and employees."

***-Klaus Schwab, Executive Chairman, World Economic Forum***

"New media is forcing the democratization of old media. It's how we engage that shapes our credibility

and community ... and ultimately our relationship with our newly empowered audiences.”

***-Joanna Drake Earl, COO Current TV***

“The road from where you are to your business's future is neither paved nor marked. It's yours to discover and this book is your compass to leadership.”

***-Peter Guber***

# ENGAGE!

The Complete Guide for  
**BRANDS** and **BUSINESSES** to  
Build, Cultivate, and Measure Success  
in the New Web

**Revised and Updated**

**BRIAN SOLIS**



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# ***Foreword***

New media is creating a new generation of influencers and it is resetting the hierarchy of authority, while completely freaking out those who once held power without objection. The truth is that most of the existing formulas, methodologies, and systems miss or completely ignore the role of new influencers to inspire action, cause change, spark trends, and recruit advocates. We are absent from the exact movement that can help us connect with those who guide their peers.

In light of the new media movement, how do brands approach this now? They spam the Web with useless rhetoric. (Who cares if you're on Facebook or Twitter?) They also distribute these horrible videos, uploading them to YouTube and then wondering why they never go viral. Look, you have seven seconds to entertain someone. If you don't grab them in seven seconds, then you can forget about someone sitting through the rest of the video—let alone having it go viral.

But if you know what people are looking for ... if you know where people are interacting ... if you know what moves people, you can engage the human algorithm to immerse viewers and trigger meaningful interaction and vibration across the social graph.

This is why we, we as in a collective of individuals who know what's best for us based on our passions, interests, and aspirations, are in charge of what compels us. To have any hope of attracting and earning our attention, you need to know who *we* are.

The roles are reversing and individuals and brands have the ability to reach and rouse powerful and dedicated communities without ever having to pay for advertising. I'm just part of the bigger movement of empowering the

people who care enough to change the world. Social media is socializing causes and purpose, and inciting nothing short of a revolution in stature and influence, but more importantly, literacy and innovation.

As we engage, we learn. And learning is what this is all about. But we can't grow without admitting that we have something to learn and at the same time, we have to believe in ourselves and our ability to push things forward. In the end, everything starts with engagement.

This is our time. This is your time. Engage.

ASHTON KUTCHER  
Co-founder of Katalyst