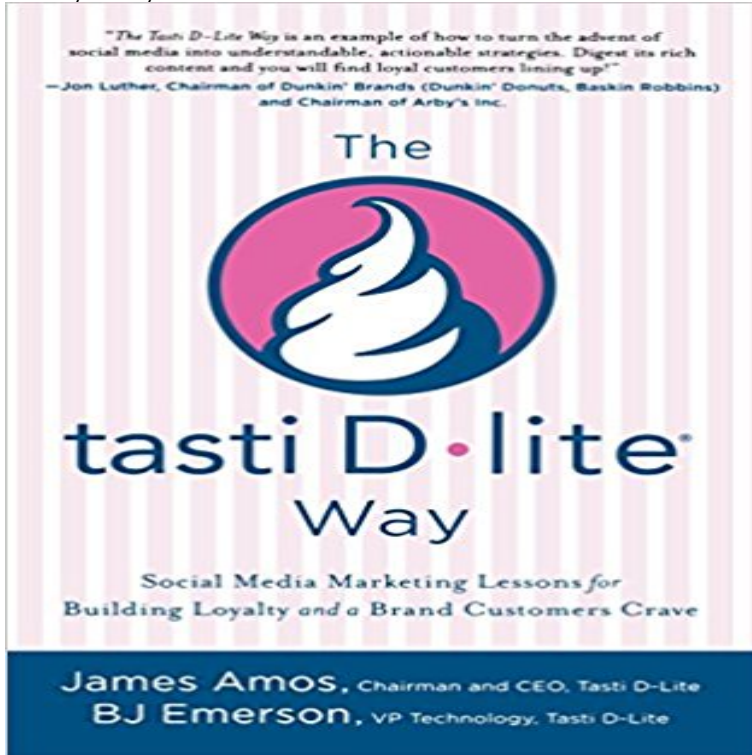


The Tasti D-Lite Way: Social Media Marketing Lessons for Building Loyalty and a Brand Customers Crave



There is a right way and a wrong way to use social media. Then there is THE TASTI D-LITE WAY. The Tasti D-Lite Way is an example of how to turn the advent of social media into understandable, actionable strategies. Digest its rich content and you will find loyal customers lining up! Jon Luther, Chairman of Dunkin Brands (Dunkin Donuts, Baskin Robbins) and Chairman of Arbys Inc. If you want to build a useable social media strategy in your company, this book is for you. It starts with a great brand, a savvy businessman who has built businesses before, and an information technology guru who is able to translate customer experiences into a strategy in a step-by-step approach. Read and enjoy the stories. Ken Walker, Chairman and CEO, Driven Brands, Inc. (Meineke, Maaco) If youre facing stiff competition and truly want to understand the future of customer engagement innovation, then this book is for you. Steve Caldeira, President & CEO, International Franchise Association Planet Tasti gets it: They know they arent in the business of merely selling healthier frozen treats and smoothiestheyre in the business of serving people. With the advent of social media, connecting with people will be table-stakes going forward. If you dont know what that means, read this book. Jenny Dervin, VP Corporate Communications, JetBlue Airways Corp. Finally, a great social media marketing book from a brands perspective. Jim and BJ have written an excellent, must-read story of triumph of a smaller business thanks to social media. Two likeable thumbs up! Dave Kerpen, New York Times bestselling author of Likeable Social Media and Likeable Business The Tasti D-Lite story offers valuable lessons for any business in the industry?whether its selling frozen desserts or computers. . . . Its about creating enhanced experiences in an increasingly competitive economy. The authors get it, and so will you. Carmine

Gallo, author of *The Apple Experience* and *The Power of foursquare* About the Book: One of the sweetest success stories of our time, the meteoric rise of Tasti D-Lite is almost legendary among business leaders and marketing directors. The companys uncanny grasp on the latest social media has helped it build a franchise as unique and irresistible as its lower-calorie desserts, with millions of devoted Tasti D-Lite customers from around the world. Now, in *The Tasti D-Lite Way*, industry pioneers James Amos and BJ Emerson reveal their best-kept secrets: Tasti-tested strategies for building a brand and growing a franchise Social media tips for creating content your customers will love Proven techniques for targeting Baby Boomers, Generation X, and Millennials Surefire ways to stay competitive in a media-driven marketplace New online tools for engaging customers and opening communications Anecdotal stories that promote awareness, transparency, and loyalty In addition to the Tasti D-Lite story, youll find actionable steps and ideas for implementing and managing your brand presence within social networks. Youll learn how to keep your people and platforms on their toes and ready to go when new technologies hit the market. Youll learn why Google is your resume, how to avoid social negligence, why you need to respond via Twitter, how to make the most of the almighty #hashtag, and how to stay ahead in the race for transparency. The book also addresses hot trending topics such as privacy and transparency?so you can be sure that your customers are safe, secure, connected, and as passionate about your product as you are. Remember: you cant outsource relationships. This book shows you how to build relationships that really matter?and really pay off?The Tasti D-Lite Way.

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will rejoice in the heavens.

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