

In the connection economy, trust and relationships are the new currency. It's not a soft thing you do in your spare time, it's the heart and soul of your business.

—Seth Godin, Author of Tribes

Social Media drives engagement, engagement drives loyalty, and loyalty correlates directly to increased sales.

Is your company currently focused on gaining brand advocates and building its social media credibility? Do you question whether or not using Facebook, Twitter, or blogs is a worthwhile investment of your time and resources? In *Return on Relationship*, Ted Rubin and Kathryn Rose present real world, practical ideas that will help businesses maximize their potential through using community-focused tools on the Internet. You'll discover why 'That's the way it's always been done' will leave you without any customers. In this book you will also discover:

- How to Maximize your potential by using the right community-focused tools on the Internet
- The importance of moving from convince and convert to converse and convert
- What main problems will keep you from seeing dramatic results
- How building engaged and responsive communities around your brand will significantly impact your bottom line

Whether your business is just starting out or if you've been a leader in your field for years, in *Return on Relationship*, Ted Rubin and Kathryn Rose give you a guided tour to taking your company to the next level.



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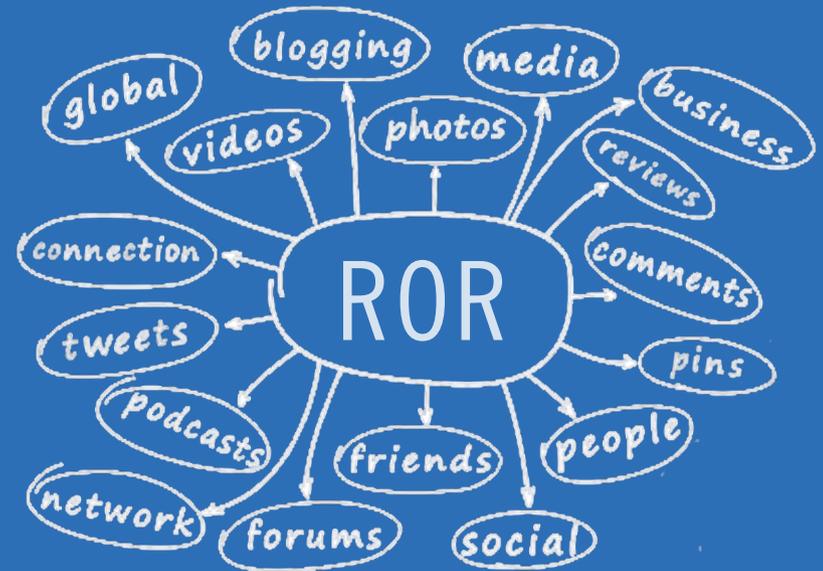
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RETURN ON RELATIONSHIP

TED RUBIN AND KATHRYN ROSE



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RETURN ON RELATIONSHIP

Relationships are the new currency honor them, invest in them, and start measuring your ROR